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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, AUGUST 14, 1895.

No. 7.

**CARLETON &
KISSAM'S**
NEW ILLUSTRATED
BOOK

"The Kind That Pays"
IS THE FINEST PUBLICATION

ON
STREET CAR
ADVERTISING

EVER ISSUED.

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FOR COPIES ADDRESS:

CARLETON & KISSAM,
POSTAL TELEGRAPH BUILDING
BROADWAY & MURRAY ST.,
NEW YORK.



Old and Young

They all read them,
and they all buy the
goods advertised in
them.

They may read other publications also, but the
LOCAL PAPERS enjoy the confidence and affec-
tion of the country people.

Nothing does take their place, nothing can.

To attract the dollars of the dwellers of the
towns and villages of our land the Local Papers
must be employed.

There is no getting away from them.



1450 Local Country Weeklies make up the Atlantic
Coast Lists.

They cover the New England, Middle and Southern
States.

Catalogues and estimates for the asking.



ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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BATES ON BATES.

ADDISON ARCHER ASKS CHARLES AUSTIN BATES WHAT HE THINKS OF CHARLES AUSTIN BATES, HIS ADS, AND THE ADS OF OTHERS—WHY AN AD WRITER CAN WRITE BETTER ADS THAN A BUSINESS MAN CAN AND BE WORTH \$100 A MINUTE SOMETIMES—"EXPERT" IS THE RIGHT WORD—

steamer, he advertised thirty-one dollars' worth in PRINTERS' INK the other day, and thereby secured five hundred dollars' worth of ad writing to do, or about half a day's work for each of the ten days he will be on the water going over and returning.

I say "half a day's work" because Mr. Bates estimates that his ad writing business nets him over twenty thousand



HE THINKS MANY ADVERTISERS ADVERTISE TOO LITTLE—MR. BATES DOES NOT CONSIDER HIMSELF INFALLIBLE, QUITE.

I caught Mr. Bates in the midst of his office elegance—the place where he charges people ten dollars an hour for consultation—as he was getting together some stationery and stuff for "aditorial" work on the "Campania" as he speeds to Europe and back for work and rest.

To get work to keep him busy as he loiters about on the saloon deck of the

dollars a year, and still he wants more of it, and more money for it.

Curious to know just what limit Mr. Bates does place to his expectations, the first question I asked him was: "What is the limit of this ad writing business, Mr. Bates?"

"As far as I can see, there is no limit. I can see very well how the business might develop into half a million dollars a year with the proper organization."

"Do you mean your business or the ad-writing business in general?"

"My business."

"What do you mean by 'proper organization'?"

Mr. Bates hesitated a moment, went into a long statement about facilities, assistants, etc., and then finally said that he couldn't see how an explanation of organizing his business could be compressed into readable limits.

"How much success, or chance of success is there for ad writers in general?"

"As a matter of fact, there are only three or four really successful ad writers. There were about this number when I began. I think that the principal reason that I have been able to make rapid progress is my capacity for doing effective work—doing it on time and in a business-like way. I have considered advertisement writing as a business, not a profession."

"How do you draw the distinction?"

BUSINESS MAN, NOT LITERATEUR.

"I am a business man first, a writer afterward. I am not a literary character. I help my clients more through my knowledge of business than through my literary ability."

This is just the estimate I place on Mr. Bates, by the way. He has been conducting Mr. Bates' business just as he would any other business man's business. When he came to New York two years ago, he was comparatively unknown, and hadn't enough business to warrant him in hiring more than the remote end of a small office, which he shared in common with two or three other advertising men. He began advertising himself in the beginning, and in two years he has expanded from that small beginning into the best known advertisement writer in the United States, occupying a palatial suite of offices, and employing a staff of assistants, including an artist who is commonly supposed to be earning in Mr. Bates' employ not less than five thousand dollars a year. He deals with hundreds of advertisers of all kinds in all parts of the country. I believe his ambitions are greater than any other man in the business, and yet he does not claim genius. He claims to be just what he is, a business man applying business brains to increasing his own business by increasing the business of other men. He works with regularity, and turns out an enormous amount of work in a day. He is a young man, as probably everybody knows, and the picture repre-

sents the way he looks as he sits in his private office.

The indistinct astral appearance of his profile hardly needs an apology, because the readers of PRINTERS' INK have seen Mr. Bates' face, front view and side view, single column and full page.

"Then you do not believe in advertising that is full of ingenious wording, classical quotations and smooth generalities?"

"I believe that advertising is business, and not literature. Advertising is meant to sell goods, and the more directly you go about it the better. The best advertisements are those that go straight to the point and stay there. They tell simply and plainly and strongly and earnestly the plain facts about the things they advertise. To me, advertising is the simplest thing in the world. Reduced to its lowest terms, it is merely telling people what you have to sell, why it is good and where to get it."

"Then you don't believe in ingenious wordings and head-lines, which conceal the business facts the ad is intended to convey?"

"No. I have never believed in misleading ads though the deception be ever so slight. It may be well sometimes to use ambiguous head-lines, but generally the head-lines should concern the thing or business advertised. I believe in getting down to business just as quickly as possible."

"I notice that you frequently quote ads with indirect and sometimes deceptive head-lines in your department in PRINTERS' INK. On page 40 in PRINTERS' INK of July 3, you print ads headed 'Getting Bigger,' 'Shall we send it,' 'Nothing is slighted here,' and 'There are Funny Things.' Aren't these the kind you condemn?"

ADS TO SUIT ALL PEOPLE.

"The mere fact that I publish an advertisement in my department does not indicate my approval. I try to put all kinds of ads into the department. I know what I think is the best kind of advertising, but in my department and in my business I try to give people what they want. If a man comes to me and wants a certain kind of advertising, I may tell him that I don't think it is a good kind, but I may give him that kind all the same. He pays the fiddler and naturally may be expected to dictate the tune."

"I notice on page 50 of PRINTERS' INK of July 10, one of Mr. M. M. Gillam's ads, beginning 'Ask 20 women.' Coming from such an eminent ad writer as Mr. Gillam, this ad must be good. Wherein does it differ from the class of ads which you have said did not entirely meet your approval?"

"The head-line of an ad should not be considered as a thing by itself. It is a part of the ad and if it leads immediately into something which has direct bearing on the business of the advertiser, it need not necessarily mention the business by name. The heading you mention was clipped off of the top of a big ad full of prices. It is just exactly the kind of a heading I would like to put on all retail ads. The kind of a head-line I object to is the one that says 'Columbus discovered America in 1492, but at Jones' grocery store you can discover the place to save money.' This is the sort of thing that has a distinct tendency to drive me to strong drink."

"Then you indorse the Wanamaker-Powers-Gillam style?"

AGREES WITH GILLAM.

"Most certainly. I particularly admire Mr. Gillam's work. Since he came to New York I have spent quite a little time with him, and I never met any one with whom I agreed so perfectly on the advertising question."

"Do you consider it possible for any one ad writer to furnish the Gillam style of ad to clients who do not reside in the same locality?"

"The Gillam style of advertising is based on common sense. That's the first remarkable thing about it. The thing that makes Mr. Gillam's advertising so successful is what he says and not so much his manner of saying it, though that helps wonderfully. Mr. Gillam writes ads for some forty or fifty different departments—practically different stores. The buyer of each department writes out the items he wishes to advertise. He gives a pretty good description of it. This information goes to Mr. Gillam and he writes the ads. Sometimes he sees the goods, and sometimes he doesn't. He knows the goods so well that he doesn't have to see them. A shoe man in Maine and a drug man in Virginia, and a dry goods man in Oregon can send similar descriptions to me and I can give him similar service. If the descriptions are adequate the

service will be just as good as if I were in his store."

"Of course, Mr. Bates, you would hardly expect to be able to do this work in person for a large number of clients?"

"It isn't necessary. The plan of advertising, the style to be employed, the amount of money to be spent, and the place in which it is to be spent are of more importance than the mere writing of the ads."

HANDLING MR. SMITH OF ILLINOIS.

"I think it would be interesting to tell me how you handle one of your local clients, say John Smith of Illinois."

"If Mr. Smith's first letter doesn't tell me all I want to know about his store, his goods and his facilities, and the various other details of his business—in order to handle the case intelligently—I pump Mr. Smith again, extract more information, and then I write him a letter of advice, perhaps telling him to use an opening paragraph in his ads, followed by prices, or not to use prices at all, but to tell people simply and plainly what he wants to do for them and why they ought to come to his store instead of going to the other fellow's. Different conditions require different methods. In order to know what is best for John Smith to do, I consider the papers in which his ads appear, find what their circulation is, see what particular kind of ad will strike the people whose trade he wishes to secure—think out the best plan to make money for John Smith. When Mr. Smith and I have agreed upon what is going to be done I turn his case over to an assistant in my office whom I think best able to handle it. I give minute instructions about it and the result is to all intents and purposes my own work, although I have rid myself of the details of wording the ad, just as I rid myself of the detail of typewriting it when it is finished. I can tell my assistant what Mr. Smith wants a great deal better than Mr. Smith can tell him. I take what Mr. Smith tells me, tell my assistant all I know about it and he writes the ad. When Mr. Smith gets the ad it expresses his ideas more in his way than he could himself. In other words the ad is more John Smith's ad than it would have been if John Smith had written it himself, and will sell more of John Smith's

goods. It ought to at any rate, being a combination of the best that John Smith knows, the best I know and the best my assistant knows. I give John Smith the benefit of all the experience that the best men in the line of business have, for I have pumped five hundred other men just as I have John Smith. May be John Smith has been in business five years and has spent \$5,000 for advertising. Other people have been in business, we will say an average of ten years, and have spent an average of \$10,000 a year each, some of them \$1,000, some \$100,000. I know how these people have spent their money. I know what they have found profitable. John Smith would have to be in business about three thousand years and spend about fifty millions of dollars to acquire as much information about profitable advertising and unprofitable advertising as these five hundred people have given me."

NOT \$500,000,000 PER AD.

"Are these the figures on which you base your charges, Mr. Bates?"

"I am prepared to give a man the service he ought to have at the price he ought to pay. A man who pays \$40 a year for his space can't afford to pay \$100 for the ads to go into it. A man who pays \$250 for a magazine page cannot possibly afford to pay less than \$25 for the ads to go into it. There is nothing inconsistent in an advertisement writer charging one man \$1 for an ad and another man \$50. A jeweler charges \$2.50 for a Waterbury watch and \$250 for a Howard. Each is worth its price. The man who owns the Howard could not get along with the Waterbury at all, and yet the Waterbury serves its owner perfectly.

THE HUNDRED DOLLAR A DAY IDEA.

"Lots of advertisers, both local and general, have ridiculed the high-priced ad-expert idea. A man said to me the other day he didn't see how an ad-smith could be worth \$100 a day and expenses; said he guessed he knew as much about advertising his own business as somebody who had never been in his line of business. He had tried experts, and had gone back to using his own ads. The probabilities are that that business man didn't know how to use an advertising expert. I say 'expert' because I mean expert. Some people don't like the word, but

it is a good word, and nothing else means it."

HOW TO USE THE EXPERT.

"How would you use an expert to get full value out of him?"

"I would give him all the brains I had; let him add as much as possible. If he only added five per cent to the effectiveness of my work, I'd pay his bill cheerfully. The trouble with advertisers generally is that they expect miracles from ad-smiths. The ad-smiths are to blame. The inexperienced ones claim too much for their work. A business man ought not to expect an ad-smith to do it all. He ought not to want him to do it all. All that he ought to expect and all he ought to get is a little bit of help. It is the easiest thing in the world to write an ad. It is not so easy to improve on that ad. There are a great many men in the world who are five feet ten inches high. A five foot ten inch man is not conspicuous. Put another six inches on him and he sticks up out of the crowd.

WORTH \$100 A MINUTE.

"It is the finishing touches that cost and count. Very frequently an ad writer's time is worth \$100 a minute to his client—just for a few minutes. An ad writer may change only three or four words in an advertisement, but those three or four words make all the difference between success and failure. If it takes a pole ten feet long to knock the persimmons, a pole nine feet, eleven and three-quarter inches long won't get any fruit. If you need a ten foot ad, you need a ten foot ad, and the last quarter of an inch is the most valuable part of the whole stick. Without that last quarter of an inch, the rest of it is of no use at all. The ad-smith doesn't make the stick, but if he is a good ad-smith he does add the quarter inch. That's what he gets paid for. Measuring the services of an ad-smith by the length of time it takes to perform them is really one of the most absurd things in the world. It is not his time he sells, but what he knows and what he does."

"I ran across a man the other day who sent you \$10 for a letter of advice. He kicked because he didn't think he got the worth of his money. As near as I can remember, he said that instead of going into a general discussion of advertising, you contented yourself by giving one little piece of advice which

filled about half a sheet of ordinary business stationery."

\$10 FOR NOT WRITING AN AD.

"That man had less reason to complain than another one I know of. He sent me an order for an advertisement. I looked over the ground and decided that the advertisement he was going to pay a couple of thousand dollars to publish would not pay. I wrote him; told him it would not pay; told him if he did not believe me to try the experiment with a couple of hundred dollars, and sent him a bill for \$10 for this advice. My charge for writing his ad would have been \$25. I think he was ahead. Sometimes it is worth money to know you are wrong, and sometimes it is worth just as much to know you are right. If you are on the right road and don't know it, you are in danger of leaving it. When I advise a man, I don't guarantee to tell him that he is wrong, and that he doesn't know anything anyway."

"Consulting with your clients, do you find the majority of them are spending too much or too little in advertising?"

"That question is too large to decide positively. There are some people who spend too much; certainly there are a great many who don't spend enough—they are using a nine-foot pole for a ten-foot reach. It would be a good deal better if they used a pole two or three inches long. It would cost less. There is no use striking a blow that doesn't quite reach. The man who is spending \$5,000 and who ought to spend \$7,000 is likely to be out a large part of the \$5,000."

"When an advertiser comes to you and wishes to try to cover \$7,000 with \$5,000 do you attempt to supply the deficit with your brains and experience?"

"I won't take the work on that basis. If I must take a responsibility I must have full control. If any man has sufficient money his advertising can be made profitable. It is a question of methods. If I don't think a client is using enough money I endeavor to get him to raise his appropriation or to cover less territory. If he will do neither, and still wants me to go ahead, I do it, of course. It's his funeral, not mine. I only do the best I can for him, both in advice and work, and, as Joseph Pulitzer once said: 'Angels can do no more.'"

"Then you don't hold yourself responsible for results?"

"Not unless I can have a pretty large voice in the disposition of the appropriation."

"Suppose a man gives you that, Mr. Bates. Are you then willing to be judged by the results?"

JUDGING BY RESULTS.

"Absolutely. I will agree to get better results with the same amount of money for any advertiser in America. That sounds like a great big chunk of pure egotism. May be it is, but it is true. It is very simple."

"Can you enable a new advertiser to compete with the old advertiser, or a poor advertiser to compete with the good advertiser?"

CAN'T PERFORM MIRACLES.

"If a good advertiser has been at work ten years I can't do the work in one. No man can unless the business he advertises has some pre-eminent advantages. There is nothing mysterious about this work of mine or about advertising. Advertising is business, and business must be carried on in a common sense way—on the same lines that business has always been carried on."

"You assert that you know good advertising from bad, Mr. Bates. Then how do you account for the fact that there are instances of a great and permanent success in business where advertising is done by the old-fashioned, prosaic, overdrawn, typological, decrepit methods which you experts universally condemn, while there are conspicuous failures traceable to the so-called expert work with which the advertising public associate you in common with all who advertise themselves as ad experts?"

"An advertisement that sells goods is a good advertisement. An advertisement that does not sell goods is a bad advertisement. I don't care what it looks like, or what it reads like, or anything else about it. If it sells goods its mission is complete. I don't like the work which is generally regarded as 'catchy.' When I was a boy, the firecrackers that did not crack were called fizzles. A 'catchy' ad is generally a firecracker that doesn't crack. When people say an ad is 'catchy' they generally don't buy the thing it advertises. An ad may be as ugly as a mud fence—it may be full of ungrammatical constructions, and it

may receive all the condemnation of all the experts on earth—and yet, if it reaches people and sells goods, it is a good ad. There is another thing about the question you have asked, and that is that business management must come first. Advertising is merely a help to business. If you are not in position to back your ads and utilize the good they bring, you had better not advertise. You had better save your money. It is no good putting out a line of fine ads that are not backed up by the facts. It is no use to put out the ads and expect them to do all the work."

"Lots of advertisers have told me, Mr. Bates, that in their experience in advertising the ads which they thought best, which advertisers generally thought best, the ads which the experts, whose services they employed, thought best, were the ones that were the poorest of all in results, and that some of the ads which had been written by themselves produced results.

TOO BUSY BEING EXPERTS.

"I have written lots of ads that were a disappointment to me. I have seen lots of ads prepared by those who advertise themselves as experts, in which I could see no jot of selling strength. The writers were too busy being experts to think about selling the goods they were talking about. They thought more about how the ad was going to sound than about what it was meant to do. I find that a great many business men seem to have this very same feeling. They want their ads to be smart and 'catchy.' They seem to lose sight of the fact that it is designed to tell people clearly, plainly and honestly about their goods. I believe one thing firmly—"

At this point I interrupted Mr. Bates with the idea of asking another question, but he had not said all he wanted to and insisted on continuing by saying that lots of people would write him for twelve ads. He would write the ads and send them with a bill for \$100, and then the ads would be placed in wrong places and the advertiser would conclude that experts were not worthy of their hire. I asked him if he considered himself infallible when he was allowed to say where the ads were to go.

NOT INFALLIBLE.

"No man is infallible about anything. I do assert, and am willing to stand or fall by the assertion, that ad-

vertising is just as certain as any other business transaction. A man can make a mistake buying clothing, a house or a gold mine."

"It seems to me that there is a large lump of uncertainty in gold mines?"

"A great many men go into gold mines with just as little understanding as the general public goes into advertising."

"Do you believe advertising to be an exact science?"

"I can't quite say yes, and I can't quite say no. It's as exact as business can be."

"You believe advertising to be progressive, then?"

"Certainly."

WHERE WE ARE DRIFTING.

I expected that answer, of course. "Now, Mr. Bates, where are we drifting, to better advertising or worse, more advertising or less?"

"We are drifting toward common sense, and we are drifting faster every year. There will be more advertising done as people come to understand advertising better. Ten years ago the majority of people looked on all advertising as dishonest. Now the majority of people look upon the majority of advertising as strictly honest business news."

"There will then be more advertising in the years to come? I suppose you mean that there will be lines of business advertised then that are not advertised now?"

"Not only that, but the lines that are advertised now will be advertised more widely and more intelligently."

"Will the tendency be toward display or reading?"

"Reading, with illustrations."

"What are some lines that will be advertised successfully that are not advertised now?"

EVERY BUSINESS ADVERTISABLE.

"There is no business under the sun that cannot be successfully advertised. There is no business that cannot be increased."

"Do you believe that physicians should advertise?"

"If I were a physician I should certainly want to advertise."

"Would you have the moral courage to do it?"

"I don't know."

"Do you believe churches should advertise?"

"Certainly."

"Do you think that there will be an increase in the volume of ads printed in magazines?"

"Yes."

"There is bound to be a development, and a big one, in this line. Manufacturers are succeeding in business to-day without the most natural means to success—advertising. I have been receiving a great many inquiries from advertisers who have only used trade papers, and who have appealed only to the jobber, who are now apparently getting ready to appeal to the consumer through the magazines and newspapers."

"Have you in mind, Mr. Bates, any particular line of business that is not, but ought to be, advertised?"

"Any special brand of any staple article can be successfully advertised."

"That's very general."

"It is just as true as it is general. That I believe so firmly. You can figure it right out. It is simply a case of arithmetic. If you can get a thousand people to use your brand in preference to others, how much will each consume during the year; how much profit will you make, and how much will it cost you to reach these people?"

THE YOUTH'S COMPANION'S THEORY.

"The *Youth's Companion* believes it was worth all the profits in the first year to secure a new subscriber."

"Do you believe that this principle is applicable in business in other lines?"

"Certainly."

"Do you find many advertisers who expect to make a profit out of their advertising the first year?"

PROFIT THE FIRST YEAR.

"Yes; the most of them do, and they ought to."

"How do you figure that out?"

"Well, it may be that the entire profit is a fair price to pay for the first year in business. I don't believe that it is always necessary to pay it, and I believe that there is a way of advertising almost everything that will yield an almost immediate profit. I can't prove that statement, and it may be hard to find the successful method."

"You do not seem to figure the element of competition, Mr. Bates."

"That's a case of arithmetic too; if you have a divided field the proportion of possible buyers in each thousand people must also be divided—or increased."

"Do you believe that competition

ought to be the chief stimulus of advertising?"

ADS ARE BUSINESS NEWS.

"Not by any means. If there were no competition at all advertising would pay. Advertising is simply business news. Its object is to tell people where to get some desired article."

"Do you believe that an advertiser can be successful in close competition without using just as much space and spending as much money as his competitor?"

"I have determined that fact in cash."

"Then dealers are not impressed with the size of an advertisement as much as they are with—well, what?"

"With its appearance of honesty and the news it tells."

"I suppose you consider yourself of value to an advertiser when he is in the throes of an aggressive competition?"

"In two ways. In telling him what to do and telling him not to do so much."

"By the way, do you accept competing clients?"

"No. That would not be fair to either. I have repeatedly refused to do so."

WRITING ABOUT EVERYTHING.

"Lots of people, Mr. Bates, think you can write about everything under the sun with equal ease."

"Not with equal ease, but there is no reason in the world why I should not sell one line of goods as well as another. The man who buys clothes perhaps buys threshing machines and tin roofs. He has the same ideas and aims in a general way that every other man has, and the same arguments will appeal to him. People have said that an advertising style that would sell goods in one part of the country would not do for another part. That's all nonsense. People are people and they have been people ever since the flood."

"Of course you are aware that lots of advertisers condemn the expert because they think the ad expert thinks the ad expert knows more about the advertiser's advertising than the advertiser knows himself."

"I don't think for a minute that I know a man's business better than he knows it himself; but I know more about advertising his business than he does. I get from my client all the information I can about his business and

about the advertising he has been doing. I can't do anything without his help. It would be foolish to attempt it. It is only by combining his knowledge and experience with mine that the best results are obtainable."

ADVERTISING HIMSELF.

"Apparently you believe in advertising yourself just as much as you believe that your clients should advertise their goods?"

"I believe I have advertised myself more extensively than any other ad writer ever did. I intend next year to spend not less than \$10,000 out of the money I made this year in advertising myself. I don't believe that there is a solitary living being who believes as much in advertising as I do."

"Do you think there is a field for more ad writers?"

"There is a great field if those who enter it will properly prepare themselves for it. I recently expressed myself fully on this point in *PRINTERS' INK.*"

"What are you going to Europe for, Mr. Bates? You don't think of starting a London office, do you?"

"No."

"Among what class of advertisers is your business in greatest demand?"

"My best clients are those who know a great deal about advertising and who can write good advertisements themselves. I have less trouble in pleasing them than I have in pleasing those of little experience."

"I have always looked upon you, Mr. Bates, as a writer of retail ads more than anything else."

"I have written a great deal of retail advertising. I suppose that one-fourth of my business is with local dealers. The balance is with general advertisers and advertisers in trade papers. Some of my best clients are not really considered advertisers at all. Their work is done in such a quiet way that they are scarcely known in the general field. They are manufacturers, jobbers and others outside ordinary mercantile lines."

"You seem to discharge a large percentage of the duties of an advertising agent, Mr. Bates. That is, you not only write advertisements but you advise as to the methods to use, space, etc. Do you consider yourself in any sense an advertising agent?"

"I am not in any sense in competition with advertising agents. As a

matter of fact I am frequently employed by leading agencies."

Probably Mr. Bates knows lots more about advertising, but his departure for Europe cut short the interview at this thrilling crisis. ADDISON ARCHER.

A NEW PHASE OF CO-OPERATION.

Newspapers are numerous in the towns of the new States. Hundreds of plants were purchased during the boom days and are moved from place to place awaiting a permanent location. As a result few towns of 1,000 population have less than two papers. Some have three. County seat towns of 3,000 frequently have two daily papers, four or five weeklies and other publications, educational or religious. The result is that merchants are harassed to the verge of bitterness by the constant appeal for advertisements. If one paper is favored the others must be or slurs will appear in their columns which may do much injury without being in any sense amenable to legal redress. During the dull season, while merchants are awaiting the crop outlook, the expense becomes entirely out of proportion to the trade that can be secured, for the people must be certain of a return from the fields before buying largely.

The result has brought about a certain co-operation among advertisers. In a small town where three newspapers struggled with fate two of them proposed to buy the other out. But they had no assurance that there would not be another started to be again bought out and thus make their investment worthless. The leading merchants of the town held a conference and came to the two leading publishers the following day with this agreement signed by seven-eighths of the business men of the city:

We, the undersigned owners and managers of the business houses named below, do hereby agree for a term of five years from this date to give neither job work or advertisements to any paper to be published in this city except the *Journal* and the *World*.

The third paper was bought and wiped out of existence and the contract was placed in safe hands in trust for the purchasers. The effect has been that two flourishing printing houses exist and the merchants can afford to do more advertising and so reach more people and oftener.

C. M. HARGER.

You Can Spend All of Your Profits In Advertising

and more, too, if you use one-tenth of the mediums that are presented to you. Whether you succeed or fail depends upon the selection you make. It is safe always to select



The Sun



It has been tried so long, so generally and so thoroughly that its value to advertisers has become a matter of absolute knowledge.

The Sun
New York

Results!

Experience of
Wm. Alden, of Boston.

352 Replies
....\$18 Cash

**"A Yearly Contract," says Mr. Alden,
"For the Philadelphia Item."**

RESULTS ARE WHAT ADVERTISERS
are looking for, and they
generally find them in the columns of the Phila-
delphia

ITEM

ADVERTISERS unite in asserting that they
get more for their money in
THE ITEM than in any other Philadelphia paper.
Read the letter from Wm. Alden, of Boston, Mass.,
which he sent to our Agent for Foreign Advertis-
ing, Mr. S. C. Beckwith:

S. C. BECKWITH, 48 Tribune Building, New York:

Dear Sir—Out of THREE (3) INSERTIONS of the Dr.
Archambault Co. "ad," in the Philadelphia ITEM, they
pulled THREE HUNDRED AND FIFTY-TWO (352) REPLIES,
and EIGHTEEN DOLLARS (\$18) IN CASH. Will have a
yearly contract for THE ITEM in a few weeks.

WM. ALDEN,

By A. H. MILLETT.

S. C. BECKWITH,

Agent Foreign Advertising.

The Rookery, Chicago.

Tribune Building, N. Y. City.

The Chicago Dispatch

in less than six months took second place in circulation and advertising patronage among the Chicago evening newspapers. The

Chicago Weekly Dispatch

the publication of which was begun July 11th, promises to take first place in less than three months among the big newspaper weeklies of this country.

Already the Avalanche of Subscriptions

is flooding the office—the mailing department is about snowed under. From every State and Territory, from every town and hamlet, they come.

Do You Want to Get In

on the ground floor? The advertising rates have been placed very low. They will be advanced January 1st, 1896.

The Time to Make Hay

is when the sun is shining. It is shining now. For advertising rates apply to any recognized advertising agency.

R. A. CRAIG,
EASTERN REPRESENTATIVE,
41 TIMES BLDG., NEW YORK CITY.

JOSEPH R. DUNLOP,
Publisher, Chicago.

"Facts that are Facts"

... About ...

Wonderful Atlanta

Has over 100 miles of electric street railway.

Has over 100,000 population.

Has over \$8,000,000 banking capital.

Has a manufactured product yearly of \$50,000,000.

Has a total annual commerce of \$150,000,000.

Employs the largest percentage of population in industries of any American city.

Has nearly 18,000 people at work in industrial enterprises.

And Atlanta is an all-own, magnificent city.

This year the great World's Fair takes place there, and 5,000,000 people will see it.

The Atlanta Journal

has the largest circulation south of Baltimore. It will be *the paper* of the Fair.



S. C. BECKWITH,

Sole Agent Foreign Advertising.

The Rookery, Chicago.

Tribune Bldg., New York.

A GREAT STATE

And Two Mediums That Cover It.

KANSAS

Will this year realize from the product of its soil over

\$300,000,000

And is the most promising field for advertisers in the United States. No such crops as now burden the farms of Kansas were ever harvested in any State in the Union, and a period of unexampled prosperity is inevitable.

The Daily and Semi-Weekly

“CAPITAL”

Cover this field as no other publications can. The “Capital” is without a rival as a State paper and is the only Kansas paper which circulates in all parts of the State.

THE DAILY CAPITAL is the only morning paper published at Topeka, the capital of the State and principal city. Besides a large local circulation, it reaches all the smaller cities of the State and is sold on the news stands and railroad trains. The Sunday edition is a special favorite with Kansans.

THE SEMI-WEEKLY CAPITAL is the leading farm and family newspaper of Kansas. It is read by the best class of farmers and circulates in every county in the State, reaching over 1,200 post-offices.



Average Circulation for Six Months ending June 30, '95:

Daily Capital, . . . 9,180

Sunday Capital, . . . 10,663

Semi-Weekly Capital, 15,536

No mushroom growth, but the accumulation of years. Over 96 per cent of the readers of the CAPITAL are within the borders of Kansas.

S. C. BECKWITH } Sole Agent Foreign } The Rookery . . . Chicago
 } Advertising } Tribune Bldg. . New York

THE DETROIT SUNS.

ILLUSTRATED SUN.

SUNDAY SUN.

CIRCULATION
GUARANTEED OVER 118,000 PER WEEK

THE ILLUSTRATED SUN has an average circulation of 98,000 in every State and Territory in the U. S.

It is a live 8-page, 36-column illustrated newspaper, full of bright, sparkling sketches, and never misses a sensation or marvelous happening.

THE SUNDAY SUN has a circulation of 24,000 in Detroit and throughout the State of Michigan.

All advertisements ordered in the ILLUSTRATED SUN are also inserted in the SUNDAY SUN.

Our books and press-room are always open to inspection. The SUNS give results.

A Strong Testimonial.

OFFICE OF

THE STATE HOMEOPATHIC INSTITUTE.

A. VAN VRANKEN, Secretary,

Daily Block, Cor. Michigan Ave. and Park Place.

NOTE—You may write us and receive a personal answer in the following languages:
German, French, Spanish, Holland and English.

DETROIT, MICH., June 7, 1896.

Gentlemen—In answer to your inquiry as to the pulling qualities of the SUNS, we can truthfully say that your paper shows from our check sheet very satisfactory returns. We are now running in some two hundred papers and we number the SUNS as among our best pullers, but trust you will not advance the rates on account of this letter.

Trusting the SUNS will continue to shine in the future as bright for us as in the past, we are,

Yours very truly,

THE STATE HOMEOPATHIC INSTITUTE.
Per A. VAN VRANKEN, Sec'y.

ADVERTISING RATES:

SUNDAY SUN ONLY.

Under 300 Lines, Agate.....per line, 12c
Discounts on application.

Reading Notices under 300 Lines.....per line, 20c

ILLUSTRATED SUN.

Per Agate Line.....40c

Reading Notices per Counted Line.....75c

No Discount for term or space.

Average weekly circulation of ILLUSTRATED SUN for six months ending April 30, 1896, 96,578.

Average weekly circulation of SUNDAY SUN for six months ending April 30, 1896, 23,272.

E. B. WINTER, Business Manager.

JOHN BATES, Pressman.

Subscribed and sworn to before me, this 7th day of May, A. D. 1896.

[SEAL]

THOMAS K. HUNT, Notary Public.

ADVERTISING OFFICE:

517 & 518 Temple Court, - - New York City.

Papers That Please, Pay.

Any Old Thing

isn't what the wide-awake advertiser wants. Any old thing of a paper won't do, neither will a paper with any old thing in it. The dawn-of-the-new-century paper must be filled with really readable articles—boiler plate, hash, and warmed over left-overs don't make the kind of paper you want.

The HOSTERMAN MONTHLIES contain only original matter, prepared to please their readers and copyrighted; they go to people who want them and who are pleased with them; that's the secret of their pulling powers.

Womankind

for September will be a special "Educational Number." It will turn the family's attention to the necessities of the Fall and Winter. Can you think of a better opportunity of calling attention to what you have to offer the public? Circulation (guaranteed) 60,000.

Forms close Aug. 15.

Farm News

for September will be filled with especially timely articles in regard to the farmer's Fall and Winter work. It will reach him before he makes his Fall purchases; at a time when he is "open to conviction." An ad in FARM NEWS reaches 165,000 families who buy things.

Forms close Aug. 20.

They are made of the right kind of stuff.

They please their readers, and

They pay advertisers.

**THE HOSTERMAN PUBLISHING CO.,
SPRINGFIELD, OHIO.**

We will be glad to send you specimen copies.

News Ink $3\frac{1}{2}$ Cents.

The Jaenecke-Ullman Company, of New York, are among the biggest and best of my competitors in the Printing Ink Trade. The senior proprietors of this house are also owners of what is said to be the largest Printing Ink Works in Europe, situated at Hanover, in Germany. The enterprise of the junior proprietors is shown in what they call "The Model Printing Ink Works of the World." This establishment is at Newark, N. J., and occupies an entire block, 200x700 feet in extent, nearly half of which is already covered by the factory and other requisite buildings. In a beautiful catalogue recently issued by this firm, they detail in a very interesting way the unpleasant experience that seems to have been undergone in an attempt to match the price of the superior inks I sell while using inferior raw material, so as to keep up the percentage of profit and be able to sell on time and assume the usual risk of losses. It is well enough, perhaps, to have been through all this, but I, on my part, never use any but the choicest raw material. It is only by getting the money with the order and avoiding all losses that I can afford to cut down my prices to a mere 40 to 90 per cent over the first cost.

I am glad to observe that even the greatest house is not too proud to learn of me, and at present does "not hesitate to supply the smallest printer with a quarter of a pound of dollar ink for twenty-five cents."

It is interesting to read in the pretty pamphlet lately issued by these people that they receive complaints from time to time.

"Your ink is full of grit; utterly worthless for my use; I have returned it to you, and had to order ink elsewhere."

Notwithstanding all this, this firm claims to make good ink. With the exception of myself, and possibly one other, I know of no one whose reputation in the matter of quality stands higher. In the matter of price I have always considered this house at the top of the heap, inasmuch as so far as my observation has gone they charged more than anybody else. I am glad to note that at present, although they still ask 15 cents a pound for No. 1 Perfecting Press Inks (News Ink, in short), they do sell No. 9 at $3\frac{1}{4}$ cents a pound, but add 2 cents a pound when ordered in quarter barrels. At these prices the usual credit is doubtless allowed to approved parties—generally four months—then a six months' note, with one or two renewals. I sell No. 1 News for perfecting press for 4 cents in 500-pound barrels, or for 5 cents in 100-pound barrels, but I do have to have the money before I part with the goods.

My factory is not 200 feet long or 700 feet high, but it is of just the size that enables me to make the best raw material into the best inks of every grade (especially the highest grades) and to sell them, for cash in advance before shipment, for about half what my competitors charge; and about a quarter of the prices they used to demand before I went into the trade. Who ever heard of a news ink for 3 1-2 cents until I offered it at 4 cents?

For \$1 a pound I am still willing to match the Jaenecke-Ullman Company's Brilliant Blacks for which they charge \$3 a pound. At the same price I will match their Combination Blacks which they sell at \$5 a pound. I will match any of their Blue Blacks, Bronze Blue Blacks, Brown Blacks or Purple Blacks at \$1 a pound, although they charge from \$2.50 to \$5. For \$2 a pound I will match their Brilliant Carmine, sold by them at \$12 a pound, or any other red ink that can be produced, and I will sell a quarter of a pound of the same for 50 cents. For \$1 a pound I will match their Blue Lake, which they sell at \$5 a pound, or their Cobalt Blue, which they sell at \$8 a pound, or their Marine Blue, which they sell at \$6 a pound. For a dollar a pound I will match their Imperial Green, which they sell at \$6 a pound, or their Emerald Green, which they sell at \$4.50 a pound, or their Bronze Brown, which they sell at \$5 a pound, or their Permanent Deep Chinese, which they sell at \$6 a pound, or their Cadmium Deep Yellow, which they sell at \$8 a pound. For \$2 a pound I will match their Carmine Purple of a bluish tinge, which they sell at \$12 a pound, or of the reddish tinge, which they sell at \$8 a pound, or their Violet Lake, which they sell at \$5 a pound. Their Copyable Inks, Purple, Blue, Scarlet, Red, Green or Black, which they sell at \$5 a pound, I will match for \$1 a pound.

Printers are respectfully requested to accept my assurance that in buying inks of me at the above prices, they are not buying goods of an inferior quality. They are buying the best in the world, and by filling their orders at these prices I am not placing myself on the verge of bankruptcy, but am making as much profit as anybody ought to make. If I could corral all the ink trade of the country at the prices I charge, my profits in a single year would enable me to buy Coney Island and Central Park.

When in want of inks communicate with

PRINTERS INK JONSON,

No. 8 Spruce St., New York.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'ld'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

I have bought this page for a year.

The price is \$6,500.

Will it pay?

I expect it to.

My equipment and my system of work gets better every day. As I find efficient assistants, I rid myself of the details, and have more and more time for the real, serious, valuable part of the work. I shall be able to do more and better work during the coming year than I have done this year. I have taken this page so that I may be sure to have all the work I can do. I am in love with the work. I am unhappy when I am idle.

This year I am going to supply plans, advice, writing and illustrations to all sorts of advertisers. I shall do business with the retailer who can afford to pay only \$26 a year for a weekly ad and for the general advertiser who can't afford to pay less than \$520 for the same number of ads. I can sell retail ads of certain sorts at 50 cents, \$1 and \$1.50 apiece, simply because I know how to do it, and because my system is complete and efficient. Nobody else can give the same quality of work at any such prices. There are only two or three who can do it at any price.

I shall do business with the man who pays \$25 each for ads, because I shall give him absolutely the best service he can buy with money.

Write to me about it.



BRITISH NORTH AMERICA.

North of the United States and extending from the Atlantic to the Pacific lie the British North American possessions, divided into

British Columbia,	Nova Scotia,
Manitoba,	Ontario,
New Brunswick,	Prince Edward
Northwest Terri-	Island,
tories,	Quebec,
	Newfoundland.

The entire area is 3,456,382 square miles, or something more than that of the United States, omitting Alaska; while the population is only 4,833,463 according to the last census report. The Northwest Territories alone have an area of 2,497,427 square miles, and a population, including whites, half breeds and indians, of 86,851.

To one who looks at Canada on the map, it appears a narrow fringe on the edge of a frozen region, where life is only made possible by contact with the more favorable conditions which exist in the United States, and which in a measure overflow across the border.

The whole number of newspapers in British North America is 865, of which 94 are issued daily. The following is a complete list of all reported in the American Newspaper Directory for 1895 as having a circulation each issue of more than 10,000 copies. All circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not so guaranteed. Their publishers making no definite report, they appear in the Directory

with an estimated rating expressed by letters, indicating that they are believed to have the minimum circulation for which the letters stand. In this list the minimum figures are substituted for the Directory letter.

Dailies.

Montreal, P. Q.	Star,	*38,625
	La Presse,	*35,438
Toronto, Ont.	Mail and Empire,	*10,498
	Globe,	17,500
	Evening News,	12,500
	Eve. Telegram,	12,500
	World,	12,500
Montreal, P. Q.	Le Monde,	12,500
Quebec, P. Q.	Witness,	12,500
	L'Evenement,	*11,285

Weeklies.

Montreal, P. Q.	Family Herald and Star,	*70,558
Toronto, Ont.	Canada Farmers' Sun,	*20,000
Montreal, P. Q.	Witness,	20,000
	La Presse,	*18,163
Toronto, Ont.	Mail and Empire,	17,500
	Farm and Fireside,	17,500
	Truth,	17,500
	War Cry,	*17,000
	Christian Guardian,	*14,727
	Saturday Night,	*13,100
St. John, N. B.	Progress,	*13,000
London, Ont.	Western Advertiser,	12,500
Toronto, Ont.	Globe and Canada Farmer,	12,500
Montreal, P. Q.	Le Foyer Canadien,	12,500

Semi-Monthlies.

London, Ont.	Farmers' Advocate,	*20,250
Montreal, P. Q.	Northern Messenger,	20,000

Monthlies.

Hamilton, Ont.	International Royal Temp- lar,	20,000
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Toronto, Ont. Massey's Illust'd, *20,000
 Ladies' Journal, 17,500
 Sunday School
 Banner, *16,634
 Brantford, Ont. Ancient Forester, *13,925

A complete list of all other newspapers credited with more than 5,000 each issue is as follows:

Dailies.

Montreal, P. Q. La Patrie, 7,500
 Gazette, *6,805

Weeklies.

St. John, N. B. Sun, *7,591
 Hamilton, Ont. Templar, 7,500
 London, Ont. Free Press, 7,500
 Toronto, Ont. News, 7,500
 Canada Presby-
 terian, 7,500
 Sentinel, 7,500
 Montreal, P. Q. La Patrie, 7,500
 Le Cultivateur, 7,500
 Kingston, Ont. British Whig, *6,563
 Summerside, P. E. I. Agriculturist, *5,445
 Journal, *5,331

Monthlies.

St. Thomas, Ont. Ensign, *8,000
 Toronto, Ont. Missionary Out-
 look, 7,500
 Rural Canadian, 7,500
 Our Monthly, *5,000

One-half of all newspapers in the province of Quebec are published in the French language.

There are many good dailies and weeklies of less than 5,000 circulation of more than the usual value when cost of space is taken into consideration, and which advertisers will find catalogued in the American Newspaper Directory.

GOOD AND USEFUL.

The foregoing is a reproduction of a map appearing on the letter-heads of the Middleboro (Mass.) Gazette. It shows at a glance the location of the town, and its position in regard to adjacent towns and waters. The use of a map like this by all local papers would be an excellent idea, since advertisers and others who receive a let-

ter from a newspaper using it, obtain a bird's-eye view of the locality exceeding in value any written description, however clear.

THE NOVELTY ADVERTISER.

Persons slightly acquainted with the novelty dealer point to the hyperbole he uses in his ads as an indication of his methods, forgetting that the rural population, to which the ads appeal, are apt to regard the articles advertised as being as great marvels as the advertiser himself suggests. They forget that a little extravagance in statement may be good advertising sometimes.

The novelty advertiser of to-day usually owns his own paper, and while advertising therein, uses it largely as a vehicle for obtaining exchange advertising in publications of similar character. These papers are generally of fair class, and are sold at marvelously low rates, to secure as wide and diversified circulation as possible. Little effort is made to give the ads any display, for the reason that the most insignificant is probably read by the constituency to which it is addressed. Maine contains a number of these publications, all of wide circulation. Circulation is the novelty advertiser's watchword. You cannot tempt him with fine paper, or illustrations, or a high class of circulation. He resists them all.

The novelty dealer is always anxious for the names of people who have previously bought novelties. This has resulted in making the purchase and sale of letters of this class quite a business in itself.

The novelty advertiser is persistent and wants direct, traceable returns. His advertising is poorly displayed, often poorly written, but it apparently reaches the public to which it is addressed. If in trying to arouse desires in his not too excitable constituency, he uses a preponderance of adjectives, which seem to us highly imaginative, but must appear to our country brother as being highly descriptive, who will blame him? After all, good advertising consists in knowing your public thoroughly, so as to be able to influence it mostly effectively. G. T. C.

In advertising, as the poet taught,
 He who ventures nothing surely shall have naught.

UTILIZING POPULAR SONGS.

Editor of PRINTERS' INK:

It has occurred to me that a pleasing variety might be given to the ready-made ads if you would occasionally publish a ready-made ad in rhyme. Parodies upon popular songs might do for a starter. For example, this would do for a manufacturer of baby carriages:

Daisy, Daisy, give him his answer, do—
For we're half crazy to get him wedded to you,
A d if at any time after marriage
You need a nice little carriage—
Be real sweet, come to our street,
And we'll sell one cheap to you.

Next a furniture dealer:

Sweet Marie, come to me;
I have furniture to sell, love, to thee. ®
Get a sideboard, chairs and table,
With our guarantee and label,
Which you pay for when you're able, sweet Marie.

For a hatter:

Oh, don't you remember the hatter, Ben Bolt,
Who sold you that derby so brown?
The price was so cheap and the hat was so fine
'Twas talked of all over the town.
In that same old place where you bought it, Ben Bolt
(We are neither obscure nor unknown),
We can fit you again with a brown, black or gray,
And sweet Trilby will call you her own.

For any business:

There's only one store in this town to see;
Its prices are the lowest, to that you will agree;
It's not so very far away—its goods of high degree—
There's only one store—in-town-a-n—to see.

I might give more specimens of what is possible to accomplish with a 5-cent sheet of popular songs, but sufficient is shown to give some little idea of its further possibilities.

CONSTANT READER.

IT DID, NEVERTHELESS.

OFFICE ROYAL BAKING POWDER Co. }
NEW YORK, Aug. 7, 1895. }

Editor of PRINTERS' INK:

When anybody tells you any such fairy story as that with which you connect my name in an editorial in PRINTERS' INK of this date, please turn it right down. The matter is wholly a fiction. No such interview ever occurred or could occur, and I will thank you to publish this correction in your next issue.

H. A. LA FETRA,
Advertising Manager.

THE ART IN CALIFORNIA.

Editor of PRINTERS' INK:

Here is an ad from a California paper. The

CHIMMIE FADDEN'S HARNESS.

Say, wouldn't de gang be parerlized if dey seed me in dis harness? Aain't I up t' de limit? Sure. Where did I get it? Wait till I tell you. I told you 'bout seein' 'is whisksers wid a fairy at de Orpheon teater one night! Well, say, de next day 'e sez t' me, sez 'e, "Chimmie, take dis note down t' de London Clothin' House and see what dey'll do to you." See!

Say, I went down dere and give de note t' a mug wot was behind a big pile o' harness, 'n 'e read de note and looked at me, sorter sizin' me up. See! Den 'e yelled to annoder mug wot was dere, and de two tuk me in a little room an' one said, "Shed yer rags," sez 'e said, "Shed yer rags." "Wot t' 'ell," I sez, like dat, "wot t' 'ell," sez I. But I shed me rags and dis is how dey rigged me up. Ain't I outer sight!

Youse mugs oughter go down and see HARRIS & FRANK. Dey's got harness 'nuff ter rig out der whole eight' ward.

"Chimmie Fadden" style seems to be spreading.
DIGITUS.

WHO WILL HELP?

THE LOTUS PRESS,
Experts in Typography.

140 West 23d St.
NEW YORK, August 1, 1895.

Editor of PRINTERS' INK:

We would be glad to enter your ad writing contest if we could get the co-operation of a few newspaper publishers. If the papers will furnish the space we will undertake the writing, setting up and electrotyping of the ad. The publisher has fully as much to gain as we, and has none of the labor. If you find it feasible to bring this to the attention of publishers and succeed in getting a number of favorable replies, we would like three or four openings. We would not care to use less than three inches single column. What do you think of our proposition? Yours very truly,
THE LOTUS PRESS.

A CONSCIENTIOUS SALOON KEEPER.

Editor of PRINTERS' INK:

What do you think of this advertisement in the *Weekly Ledger*, of Minnesota:

Know ye that by the payment of \$500 I am permitted to retail intoxicating liquors in this city. To the wife who has a drunkard for a husband, or a friend who is unfortunately dissipated, I say emphatically give me notice in person of such case or cases in which you are interested, and all such cases shall be excluded from my place. Let mothers, fathers, sisters and brothers do likewise and their requests will be regarded. I pay a heavy tax for the privilege of selling whisky and other liquors, and I want it distinctly understood that I have no desire to sell to drunkards, or minors, or to the poor or destitute. I much prefer that they save their money and put it where it will do the most good to their families. There are gentlemen of honor, and men of money, who can afford it, and it is with those I desire to trade.

EDMUND LORD.

I HAVE BEEN ONE.

ALBANY, N. Y., August, 1895.

Editor of PRINTERS' INK:

It is the publisher's fault and he has no right to kick, if the advertising agencies pay him their price (not his) for his space and pay for it when they get good and ready, or not at all, as suits their royal highnesses.

I have been one of the "suckers" they have worked and have a hundred or two dollars in worthless accounts on my books.

B. HOLMER, JR.,
Manager and Publisher *Poultry Monthly*.

IN ILION.

ILION, N. Y., Aug. 1, 1895.

Editor of PRINTERS' INK:

One of our enterprising shoe merchants caught the public eye a few weeks since by dumping a couple bushels of old worn-out shoes in his show window. In the center of the pile he placed this sign:

FOR EVERY CASH PURCHASE

OF A PAIR OF

CHILDREN'S, LADIES' OR MEN'S
SHOES

I WILL GIVE 10c FOR THE OLD PAIR.

Needless to say it proves a drawing "card." "Discount for cash" was the idea, only a new way of putting it. Respectfully submitted,
F. N. HOYT.

MEDICAL JOURNALS AND BICYCLES.

CHICAGO, Ill., July 29, 1895.

Editor of PRINTERS' INK:

Having occasion recently to examine a number of medical publications, weekly and monthly, I was surprised to find that in no publication appeared a bicycle advertisement.

And the leading physicians are now recommending the use of the bicycle to their patients.

A hint here for bicycle manufacturers, publishers of medical journals and advertisement solicitors. A suggestion to P. I.: Why not pay for ideas and suggestions of value to your readers instead of wasting dollars on poor jokes and worse rhymes.

A. P. FENNERTY.

A CHANCE FOR RAZOR VENDERS.

WEST TROY, N. Y., August 3, 1895.

Editor of PRINTERS' INK:

With the passage of the law prohibiting Sunday shaving the opportunity has arrived for the sale of razors. The manufacturer who first commences to advertise shaveable razors, and who advertises in up-to-date style, will make a fortune. More men in New York State now willing to shave themselves than ever before. They are waiting for some one to tell them of a good razor.

J. E. WILLIAMS.

IN OMAHA.

OMAHA, Neb., August 3, 1895.

Editor of PRINTERS' INK:

Is the inclosed ad worthy of consideration?

.. YOU KICK THE BUCKET ..

AND I'LL DO THE REST.

M. O. MAUL, MORTICIAN, 1417 FARNAM ST.

G. H. CONANT.

A BEAUTIFUL PICTURE OF EASE AND COMFORT.

Editor Lancaster's paper, the *Fourth Estate*, for August 8, prints a half-page halftone, "View in the Business Office of the Boston Herald." There seems to be no business going on, and all the occupants appear to be engaged in watching an electric fan. The handsomest of the coterie wears a straw hat, and is a picture of ease and comfort. PRINTERS' INK is informed that the great papers all over the country value Editor Lancaster's write-ups and pictures immensely, and buy the paper by the thousand at ten cents apiece, all of which tends in the direction of wealth and pleasure for every one concerned.

THERE ARE MEN.

There are men who look askance at advertising as a rash, risky piece of unnecessary expense. They have no faith in it. They do not understand it. They do not care to. They have never tried it and do not propose to. They do not realize that more business depends upon advertising than upon almost any other element of business. They are satisfied to keep thoroughly in the dark while their enterprising competitor is directing his flash-light in all directions, ferreting out customers and making himself known.—*Shoe and Leather Journal*.

KEEP your advertisements going,
And your goods you'll need be showing.

ANOTHER ADVERTISING TRIUMPH.

"I love your daughter, sir," said he;

"My love will never falter,
And with your kind permission I
I will lead her to the altar."

"Not quite so fast, aspiring youth;
Before the knot is tied

On certain most important points
I must be satisfied.

You do not smoke, nor drink, nor chew?
Quite right—and quite surprising;
But now, young man, I want your views
On modern advertising."

The suitor blushed—"O! honored sir!

I trust there'll be no friction;
But that good advertising pays
Is my most firm conviction.

"From boyhood, sir, I've noticed that
From seasons dull and trying,
The men who advertise with skill
Come out with colors flying.

"My business, too, at first so small,
Now rapidly is growing,
And well I know to printers' ink
All my success is owing."

"Enough, enough, O, wise young sir;
You need no sage advising;
Get married, sir, but don't forget
To keep on advertising."

NOTES.

THE Reynoldsville (Pa.) *Volunteer* failed to appear July 10 because July 4 was a holiday.

A BUFFALO caterer has for a sign over his stuffed sausages: "Linked sweetness long drawn out."

A LITTLE store in Harlem advertises on a signboard in the doorway: "Coal, oil, wood, milk and other notions."

THE July 27 issue of *The Timberman*, Chicago, is an anniversary number of 176 pages, profusely illustrated and finely printed.

THE Mansfield (O.) *News* gives occasional outings to the children of its patrons, in which every item of expense is supplied by the *News*.

A MISSOURI druggist inserts the following reading notice in the local papers: "Shout the glad tidings, exultingly sing, Lee's pills are just the thing; two for an adult, one for a child, peace on earth and mercy mild."

THE fourth anniversary edition of the Bridgeport (Conn.) morning *Union* appeared on Thursday, August 1, and consisted of 20,000 copies of a 40-page paper. In that issue Mr. Henry J. Hunt, the advertising manager, showed that he is a careful student of advertising: for in speaking of PRINTERS' INK he profoundly observes, "It is to advertising what Webster's Unabridged Dictionary is to the English language."

A SHOE dealer, at 25 Ann st., in this city, had an eight-dollar pair of shoes in his window for many days which he offered, by a window placard, for three cents to any man—but not to the female sex, or to a boy—who could put them on, and wear them out of the store. They were marked "7 B" for size, and were so made that it was supposed they could not be put on by anybody of the man kind. It is said, however, that somebody did put them on and go off with them. As the offer kept the store crowded the dealer is likely to repeat this little customer-drawing dodge.

EXTEND OR CONDENSE?

The first thing that comes to mind in writing an ad is what shall be said. There are two sides to this question, and I do not believe it will ever be finally settled. There are those who depend on a catch-word or phrase to attract attention that will lead up to sales, while others will use all their space in explaining minutely what they want to impress upon the public mind.

It is the same in writing a circular. Some of them are mere skeletons, while others are mines of information. In looking over the ground we remember some notable instances of both kinds of advertising that were successful. "See that hump?" must have a powerful hold to have accomplished the results that it has. The other day we heard a lady tell her little daughter to go to the store and get a card of hooks and eyes. The little girl started, when she was called back and told not to get them unless they were the kind that had a hump on them to keep them from coming unfastened. That lady could not have told that it was De Long hooks and eyes that she wanted, but she remembered about the hump. When the hooks and eyes were brought in by the girl I asked her to let me see them, for I had never seen the famous hump, and had some curiosity to look at it. Then I learned for the first time that they are not an American product, for on the piece of card that held them were the words, "Made in Germany," according to the requirement of the law which provides that all foreign goods must have the name of the country they are manufactured in printed or painted on them. The Kodak camera is remembered because it "does the rest," though there are no doubt a dozen other kinds that are practically as good. So potent was the catch-phrase in impressing the name of that particular camera on the public mind that the word Kodak has got a permanent place in the language, and no matter what make of portable camera a man uses, he is a "Kodak fiend," and his victims are "Kodaked."

Of the extended style of ads E. C. Allen used to use models, filling his space with agate, or even pearl type, to the last line, and his circulars went into the minutest details. He would fill page after page with details of the business he wanted his agents to engage in, and figure out what their profits would be, and go over the whole ground completely. It seemed as if he had marshalled a host of inquisitive people, and after listening to all the questions they cared to ask, had answered all of them in detail. That his ads were good and his circulars convincing was proved by his success in business, and several of his followers are using his style to this day.

It seems to me that this is a question that every advertiser must settle for himself. If "pushing the button" creates enough interest to induce the public to seek further information, it is manifest that the phrase is enough for the purpose of the advertiser. If to "see that hump" is enough to induce ladies to "take no other," that is all that need be said.

If, on the other hand, argument is necessary, it is best to go into it, and not stop at any half-way work, but use every word that is necessary to convince to the point of causing the money, that is the consideration of all advertising effort, to change hands.

Springfield, Ohio.

MILLER PURVIS.

WHEN soil is poor, shrewd farmers fertilize;
When trade is dull, wise merchants advertise.

THE SCIENCE OF ADVERTISING

Advertising has become an essential part of modern business. It is so recognized by all who are in the best position to know its value. The modern newspaper lives and moves and has its being on its advertising columns. The trade journal finds its fodder in the same pasture, and the leading popular magazines of the day enjoy the same means of subsistence. Tanks of printers' ink and hogsheds of pigments are daily used in dodgers, chromos, and artistic displays on office calendars, the interior of street cars, and miles of wall and fencing. Even the telephone pole has to do advertising duty, rocks and towers and even historic ruins surrender their romance, their sacredness and their attractiveness to the ubiquitous advertiser. All this represents a large investment of money and unshaken faith of business men in letting the world know what they have to sell and where it can be had. In short, the evolution of advertising has kept pace with other things. Men read more and travel more; facilities by mail and otherwise are helpful to a universal dissemination of information, and as the public eye is being educated to a higher taste in color and form, from a flower pot to a state house, it also demands the same satisfaction in its advertisements. We find art that less than fifty years ago was limited to special places and special people, looking at us full in the face on spoils of thread, pyramids of pins, sardine boxes, packages of soap and even Beecham's pills. In the science of advertising the eye has been a special study. It follows logically that the business man who would make his advertising pay, must keep pace with its progressive methods. It will not do to be stale or unattractive. There are no eggs in a last year's nest, and an advertisement out of date or behind the times is as likely to be successful as a tallow dip would be in an electric illumination. To make an advertisement newsworthy and attractive both in matter and form, is to add to its efficiency, and to place it where it reaches most directly the interested parties is a matter of wisdom and of necessity.—*Age of Steel.*

IN BERLIN.

Talk about advertising schemes, why, they're not a bit behind here. Just now, during these days of suffocating July heat, a big, fat man, hired for the purpose, promenades down-town streets wearing a thick fur coat and fur cap, likewise a sign reading as follows (in translation):

"Money for a summer trip may be had on liberal terms, by pawing furs, etc., with—
Full guarantee against moth or burglars.

"Therefore, hurrah for a trip to ocean or mountains!"—*Chicago Record.*

ORIGINALITY, ABILITY, NERVE.

It takes a loud, bold voice to command attention from a disinterested world. It requires originality, ability and nerve to get the full worth out of advertising. As an employer tells his salesmen, the way to get business is to get it. When a man seems determined to have something, people generally get out of his way. It is better to keep out of advertising than go into it as a petty experiment. Wait until you are fully convinced that others have profited by advertising and that your business needs it, then go at it as successful men go after anything else that they need.—*Results.*

THE PRIZE ADVERTISEMENT.

SECOND WEEK.

In the second week of the competition for the PRINTERS' INK Vase, twenty-nine advertisements were received in time for consideration and report in this issue of PRINTERS' INK. Of these the one here reproduced is thought to be the best:

Printers' Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now, \$2 a year;
it will be \$5 a year after December
31st, 1896. Sample copy free.

10 Spruce Street, New York.

This advertisement was written by Mr. W. J. Gray of Cookshire, Quebec, and appeared in the *Compton County Chronicle*, Cookshire, Quebec, of July 31. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK from date of presentation to January 1, 1901, the beginning of the twentieth century, has been sent to Mr. Gray, and a second coupon of the same class was also sent to the advertising manager of the *Chronicle*.

Mr. Gray's advertisement will be placed on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the PRINTERS' INK Vase. The

pamphlet will be sent to any address on application.

The twenty-eight unsuccessful competitors passed upon this week each receive a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly twenty more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice.

An advertisement written by Mr. Eder B. Cole, of Union, N. J., which was said to have appeared in a paper called the *New Jersey Contractor and Real Estate Bulletin*, was considered a rival of Mr. Gray's advertisement, but Mr. Cole neglected to send a copy of the alleged newspaper, and as its name does not appear in the American Newspaper Directory, the advertisement had to be excluded from further consideration.

SPRATS!

A titled English lady reduced to abject poverty, who sought to win a livelihood by peddling fish, was heard to murmur softly, "sprats!"—and then in a still lower tone—"dear! dear! I hope no one heard me!"

History is silent as to whether or not the sprat industry so advertised eventually restored her ladyship's coronet, but that same history is continually repeating itself. Merchants without number constantly emulate the methods of this gentle "fish-wife" in the advertising of their wares.—*Francis I. Maule*.

DISTANCING THEM ALL.

"That was a great scheme of the circulation editor of the *Sunday Gaul*."

"What did he do?"

"Why, when the newspaper train got smashed up and the wheels cut the papers into shreds he came out with a scare head, half a column long and two columns wide, announcing the widest distributed circulation in the world; and he's been putting it into his affidavits ever since."—*New York Recorder*.

ETHICS OF COUNTRY JOURNALISM.

"We" know a man who can get a larger price for his 350 circulation than another gets for his 2,300, because he is a smooth, slick, fluent, oily talker, and his 2,300 rival is the reverse. "We" have known papers, to whom "we" were sending advertising every week in the year, to offer advertisers from our city a less rate than "we" were paying them.—*Charles J. Schultz, of the Consolidated Country Press, Buffalo, N. Y.*

SOME THOUGHTS ON MALT EXTRACT ADVERTISING.

By Free Lance.

Malt extract for popular use, is one of the latest articles to be extensively advertised in an original manner.

Probably the best advertising in this line is that of Best Tonic, the product of Pabst, of Milwaukee, both in the character of the ads and the mediums employed. The striking originality of the masses of black in these ads, as well as the very interesting reading matter, make this advertising excellent in its way. The phrase, "The History of Brewing Begins with Egypt," is now widely known, yet its relation to the merits of the Pabst extract seems to me to be rather strained. One cannot but admire the statuesque beauty of the Egyptian figures in these advertisements; they suggest the old pictures of Pharaoh's Daughter.

The Johann Hoff malt extract uses testimonials from celebrities almost exclusively. The testimonials are accompanied by portraits of the writers, who are prominent characters in the world of art, music and literature. Probably one of its best testimonials came from Sandow, who in his testimonial ascribes his strength to perfect digestion, and his perfect digestion to the malt extract.

Teutonic, recently introduced by the Liebmann Brewery, of Brooklyn, is being advertised in a striking manner. The idea of its advertising has undoubtedly been suggested by the style of the Pabst tonic. It employs large masses of black, but prints its ads in white on the black ground, instead of black on white ground. A recent ad has a solid mass of black on each side, on which the ads are printed. Between these two is the sea, in which a ship is sailing, and a bottle of the Teutonic is floating. It is a striking display, yet one is puzzled to know the significance of the picture.

Malt-Nutrine advertising is notable for good pictures, which is its only distinctive feature.

It seems to me that the malt extract people, with the possible exception of Pabst, are not alive to their opportunities, in not advertising malt as a preventive of various digestive disturbances as well as a great fattening food. The demand that so suddenly sprang up for Paskola, when it was first introduced, shows how great is the demand for a food that fattens. This malt extract unquestionably does—a fact upon which most interesting ads could be built.

CHARACTERISTICS OF A FRENCH NEWS-PAPER.

A French newspaper proper consists of but four pages; the size of the page differs with the journal, from 24x17 to 28x21 inches; the latter, or table-cloth form, is not popular. The first page is devoted to leading articles and the freshest paragraphs. Personals are paid for at the rate of \$3 to \$4 a line. The fourth page is generally farmed to an advertising company. The question of circulation is viewed as very delicate; it comes, perhaps, too near cupboard skeletons. Every printer must hand to the Home Office a declaration as to the number of copies of every journal he strikes off. No one would think of calling for a return of the total of such issues. French newspapers do not employ the services of an accountant to testify to their circulation.—*British Stationer and Printer.*

COMMERCIALLY there are no flies
Upon those men who advertise.

BICYCLES.

Speaking of bicycles calls attention to what is more specifically a triumph of advertising than almost any other instance we could cite. In the face of stubborn prejudice, the cogent, persuasive arguing of the wheel makers, year after year, has gradually enlightened public opinion and conquered opposition. Perhaps the most striking result is the complete surrender of women. The average woman reaches a conclusion as the average river seeks the sea. There are many devious turnings, countless willful windings and innumerable exasperating delays. But the influence of advertising is like the gentle slope of the river bed. It bears on its victim slowly, yet resistlessly. It is pitiless in its relentlessness.

In the case of women the bicycle makers had certainly everything to contend with. Fashion and society for a long time remained obdurate. But the seductive pictures, the charming outdoor views presented in many of their pictures, and last, but not least the introduction of a garment that was picturesque and practical, finally won the day. It was a long and expensive campaign of education, but the success of to-day far surpasses the wildest hopes of yesterday, and the result is one more victory for the press and advertising.—*Exchange.*

Classified Advertisements.

Advertisements under this head, twelines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

TEACHERS wanting positions send stp. WASH. NATL. TEACHERS' BUREAU, Wash., D. C.

ALL-ROUND printer desires foremanship of first class country office. "M., Printers' Ink.

U.S. mgr., capable of editorial work, wants engagement Oct. 1. "HUSTLER," Printers' Ink.

WANTED—Special Eastern representative for large Western w'kly. P. O. Box 448, St. Paul.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

WANTED—Republican or Independent newspaper plant. Daily or weekly. Address "C. E. W., Marlboro, N. Y.

WANTED—To buy printing press, type, etc. Prefer size 27x11. Address G. G. CHAMBERLAIN, 87 King St., E. Toronto, Ont.

WANT advertising space good mediums exchange for property N. Y. State or part profits. Address P. O. Box 231, Brooklyn.

MAN wanted. Sample copy of CHIPS and full particulars for six cents. THE CHIPS PUB. CO., 407 Nassau Chambers, New York.

POSITION as manager, daily and weekly. Practical in all depts. Twenty years' experience. Might invest. "MANAGER," Printers' Ink.

DESIRE to purchase Republican local newspaper. Send sample copy and state lowest price. JOHN DAWSON, care Printers' Ink.

WANTED—A first class chalk plate artist. Send specimens of work, with statement of salary wanted. No poor workmen need apply. Address THE CINCINNATI POST, Cincinnati, O.

WANTED—Ads for POULTRY MONTHLY, Albany, N. Y. Seventeenth year; no circulation lars; no cut rates; only approved ads admitted. Rate and sample copy on application.

WANTED—All-round newspaper man to write heads, edit copy, write editorials and local copy, read proof, etc. Good chance for willing and ambitious writer. Address "PUB.," care Printers' Ink.

EDITORIALS written for daily or weekly newspapers (Republican or Independent preferred), by editor of leading paper in a New York city. Terms very reasonable. Address "MAX," care Printers' Ink.

WE want printed envelopes that you have no use for. We buy them for cash. It makes no difference whether they are self addressed or bear a business card. If you have no use for them send us a sample. We still buy books of all kinds in job lots. INDUSTRIAL PUBLISHING CO., Owensboro, Ky.

PRINTERS' INK has acknowledged that I am the best advertisement writer in the West. Am now with a house placing \$200,000 a year. For personal reasons I would like to make a change. Have no objection to leaving this city. Who wants a good man? M. A. CALDWELL, P. O. Box 901, Chicago, Ill.

\$800 WILL secure a good position and a one-third interest in a well established weekly newspaper and job printing business in a thriving New England city. Want a partner who can take charge of the newspaper, solicit ads and look after things generally when necessary. Must be a practical printer or newspaper man. Address "PUBLISHER," care Printers' Ink.

If editors read PRINTERS' INK I ought to get 1,000 answers to this. June 1 I began a series of ads to boom circulation of a country weekly. Applicable anywhere. Results: first week 8 cash subscriptions; second week 19; third week 28; fourth week 31. Twelve consecutive issues of my paper, the DISPATCH, give full details of the system. Sent to any one for 25 two-cent stamps. D. W. GAHAGAN, Seneca, Mo.

THE HARDWARE DEALERS' MAGAZINE wishes to arrange for a resident advertising representative in all manufacturing cities (outside of New York City, Chicago and Cleveland) on a commission basis. The MAGAZINE is thoroughly known to the trade in all parts of the United States, and is credited by the American Newspaper Directory with the largest circulation in its field. Makers of goods suitable for sale in hardware stores are the class to be solicited for advertisements. Persons so situated as to be able and willing to devote a portion of their time for this purpose will be furnished with a list of the possible advertisers in their vicinity. For further particulars address D. T. MALLETT, Publisher, 27 Broadway, New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postpaid. Prac't. 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

WRAPPERS to address in ex. for adv space. Send sample of fresh letters for particulars. TOWNSEND, 408 E. 2nd St., Minneapolis, Minn.

LETTERS FOR SALE—15,000 letters received from hotel goods advertising. All up-to-date and first-class. Price low. Address F. O. Box 1128, Boston.

LETTERS bought, sold, rented, or exchanged. Valuable line of fresh letters always in stock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 112-114 Dearborn St., Chicago, Ill.

"THE Red Book of Dallas" contains names and addresses of all the best people of Dallas, Texas, and suburbs. Handsomely printed and bound. Sent postpaid for \$2. Address HOLLAND BROS. PUB. CO., P. O. Box 709, Dallas, Tex.

ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 30x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ADVERTISING NOVELTIES.

GRANDMA'S ROCKER places your advertisement before the family and keeps it there. Samples free. F. F. HARDEN, Box 1726, Boston.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MEMORANDUM PADS—Ruled or plain. Any size to order, in quantities, at 7 cents per pound. Fine quality, 10 cents. F. O. b. Holyoke, Cash with order. GRIFFITH, AXTELL & Cady CO., Embossers, Holyoke, Mass.

"THE fellow that knows 'it all' is satisfied; but for folks who are seeking new ideas we have many suggestions in premiums and advertising specialties. Books, sheet music, games, etc. State your business and we will know what to send you. THE CURRENT PUB. CO., 1096 Filbert St., Philadelphia.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

ROCKLAND, Maine, DAILY STAR. Only daily in three counties.

\$10,000—big sum! Spent in Maine! Summer visitors! Nice! Rockland, Me., DAILY STAR.

If you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"IN her POST INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." Harper's Weekly.

I OFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

PAPER AND PRESS, the leading magazine in the printing and allied industries in America. Circulates exclusively to buyers—indorsed by buyers. Philadelphia, Pa.

TWO reach buyers of machinery, appliances and supplies for printers, lithographers, book binders, manufacturing stationers and all allied industries, PAPER AND PRESS, Philadelphia, Pa.

ARE you advertising in Ohio? We invite your attention to the Dayton MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 2,500 copies each issue; and the WEEKLY TIMES-News, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,500 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

FOR SALE.

5-LINE advertisement, 41. WISCONSIN AGRICULTURIST, Racine, Wis.

\$3.50 BUYS 1 INCH 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

"IN her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

NICHOLS' Perfect Order Book for Printers. A. Saves time, labor and losses; 3,000 orders, only \$3. **FRED. H. NICHOLS**, Publisher, Lynn, Mass.

FOR SALE—The good-will and plant of the job printing department of New York paper. It can continue to be run in connection with paper. It is now doing a business of \$18,000, and can be largely increased. The strictest investigation invited. No agents. Address "X. L. C." Printers' Ink.

BOOKS.

OLD books bought and sold. Send stamp for list. Address **A. J. CRAWFORD**, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

SEND for sample pages Hunt's Time Charge Book for Newspapers. Best record book for contracts; lasts 5 years, costs \$5. **H. I. HUNT**, Union, Bridgeport, Conn.

AMERICAN NEWSPAPER DIRECTORY for 1895 (issued June 15th). Describes and reports the circulation of 30,365 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 31 cents extra for postage if forwarded by mail. Address **GEO. F. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

A DIETS. BAGLEY.

L ITTLE ADS. CURRAN.

J ED SCARBORO, 48 Arbuckle Building, Brooklyn, N. Y.

S IX retail ads. with cuts, \$5. **R. L. CURRAN**, 111 W. 34th St., N. Y.

I WRITE ads; 10c. inch. Tell what you want. **C. COUCH**, Cambridge, N. Y.

A NYTHING to sell? I'll do the rest. **F. B. BAGLEY**, 212 S. 15th St., Philadelphia, Pa.

C ATCHY readers and pretty car signs written for \$1 each—10 for \$7.50. **R. L. CURRAN**, 111 West 34th St., New York.

B USINESS literature—Interested? I assume all details of writing and printing. **CLIFTON WADY**, Somerville (Boston), Mass.

T HE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

L ITTLE ads of 10, 20, 30 lines are what I do best. General advertisers can have specimens. **R. L. CURRAN**, 111 West 34th St., New York.

I 'M in ad writing bus. to stay. Consult me before writing your ads, booklets, etc. I may please you—try anyhow. **H. FRANK**, care Printers' Ink.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have **WM. WM. JOHNSTON**, of Printers' Ink Press, do the printing.

W E are polyglot ad-smiths. We make type talk in eight languages. Sample adv. in any language for \$2. Translations to order. **THE NEWS PRESS**, 114 Nassau St., New York.

C ONTRACTS for 365 advertisements a year.

313 " " " " " "
313 " " " " " "
313 " " " " " "
E. L. SMITH, Codman Bldg., Boston, Mass.

50¢ for my 2 doz. trade schemes. (No stamps.) **JAS. R. LONG**, Wash., D. C., 1386 B St., S. W.

G IVE me an inkling of your business and I'll forward estimates for preparing your ads. **JED SCARBORO**.

I HAVE opened an office—Room 48 Arbuckle Building, Brooklyn. Business got too big for the little den at home—that's why I'm here. Call when you are over this way. **JED SCARBORO**.

FOR \$35 I will write and furnish 5,000 8-page booklets. I have sample. All my work submitted for approval before payment is asked. **CHAS. A. WOOLFOLK**, 446 West Main St., Louisville, Ky.

P AKER'S dozen adlets, 3 to 6 lines, or 6 ads, 10 to 25 lines, \$5. Any merchant can greatly increase his business by persistent use of this kind of pushing. **F. B. BAGLEY**, 212 S. 15th St., Philadelphia, Pa.

Y OU can attract more business with a terse, meaty ad of ten lines than with a dull, double column announcement. A sample of the former free in answer to a business letter. **F. B. BAGLEY**, 212 S. 15th St., Philadelphia, Pa.

FOR \$10 I will print 1,000 8-page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash sent accompanying order and copy. Proof furnished. Address **WILLIAM JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

I PREPARE ¼-page magazine ads for \$5, including a little line cut, and give an extract of the entire ad splendidly set up; ¼-page ads, 33¢; page, \$15. I have been the ad writer of an ad agency which makes a specialty of magazine ads of highest grade. **R. L. CURRAN**, 111 West 34th St., New York.

I F you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's value in my work, you pay its value—nothing more. Will you write? **F. MCC. SMITH**, L. & T. Building Washington, D. C.; Equitable Building, Baltimore.

I HAVE just issued an artistic 20-page booklet, entitled "Advertising and the Making of It." The Lotus Press did the printing, which is a guarantee that it is high-grade. This booklet contains a short essay on advertising, but the principal object is to tell about my business of making advertisements. I have noticed that when things are advertised to be given away, no matter how valuable they are, the recipient does not esteem them as highly as if they had cost something. So I believe my booklet will be liked the better if a 2-cent stamp is inclosed by those who want to see it. Everybody is invited to send. **BERT M. MOSES**, Box 285, Brooklyn, N. Y.

I EXPECT to compete for the **PRINTERS' INK** Vase to be given to the writer of the best advertisement of the "Little Schoolmaster." I want to hear from the publisher of a widely-circulated newspaper or magazine who will grant me space to use in displaying the advertisement I will prepare—the more space, the better. I promise to use my best endeavors to make the advertisement worthy of the paper that prints it. The inducement to the publisher who grants me the space will be a chance to secure a full page advertisement in **PRINTERS' INK**. There are six such chances, and I'll try very hard to get one of them. **BERT M. MOSES**, Box 285, Brooklyn, New York.

O UR price for printing a catalogue or pamphlet may be no higher than you have been paying for an inferior production, but if it is, the difference in appearance will alone more than offset the difference in cost. Besides, we relieve you of all the annoyance of "laying out" the work, and the time we thus save you is clear gain. Some people will pay a little more for an article on a point of its superior quality, but few are willing to do so on any other basis. If the price is any higher than the current rates there should be an equivalent in increased value. We don't have to explain this to our customers—they know it. We make this explanation for the benefit of strangers. Let us talk to you about your next catalogue or pamphlet. **THE LOTUS PRESS**, 140 W. 2nd St., N. Y.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60.00 monthly.

ELECTROTYPES.

TRY us with a rule job for electros. THOS. H. CROSBLEY CO., 149 Leonard St., N. Y.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 394-396 Pearl St., N. Y.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 739 9th St., N. E., Washington, D. C.

I WANT your work. Why? I am reliable. J. A. CLOUGH, distributor, 647 Austin Av., Chicago.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. O. G. DORNER, 26 Marion St., Cleveland, O.

ILLUSTRATORS AND ILLUSTRATIONS.

CUTS for newspaper, book and catalogue illustrating by up-to-date methods. See our specimens and prices. SANDERS ENGRAVING CO., St. Louis, Mo.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 3c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

SEND \$1.00 with cabinet photo and receive a single col. portrait. Get our estimate on engraving of any kind. Low prices. We prepay charges. ILLUSTRATED WEEKLY, Topeka, Kan.

DRAWINGS to fit your ads. Little outline drawings are fifty cents; designs, etc., are more. Satisfaction or no pay. Let's hear from you. R. L. WILLIAMS, 83 L. & T. Bldg., Wash., D. C.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfits, type, original borders. 250 Clark St., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 19 Spruce St., New York. Special prices to cash buyers.

THE BUCKEYE CHALK PLATE CO., Cleveland, O. The widely advertised injunction suit against certain chalk plate makers does not affect us in any way. We offer you good goods at low cost compared to that of the would-be monopolists. Recasting plates 3/4c. square inch, when cash accompanies order. Send for our circular.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 149 W. 23d St., N. Y. (See ad under "Advertisement Constructors.")

\$22 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$5.00. WM. JOHNSTON, Manager Printers' Ink Press, 19 Spruce St., N. Y.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 341 to 305 William St., N. Y.

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 19 Spruce St., New York.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write.

MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

DEFEW business property, paying 10 per cent on investment, to exchange for newspaper capital. EDWARD J. DUBBIN, Avon, N. Y.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

THE ARKANSAS METHODIST has larger circulation in Arkansas than any other paper. HOLDS ITS PATRONS.

The Arkansas Gazette

Published at Little Rock, is one of the well-known mediums to which the following will apply, as most of the prominent newspaper advertisers who do business in its territory are fixtures in the columns of that paper: "Where a publication retains the bulk of its advertising year after year, its hold upon its customers speaks volumes for its value."—Collector and Commercial Lawyer.

CALIFORNIA.

ALWAYS AHEAD—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New 13,000 weekly York, N. Y., sole agent. guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From Printers' Ink, issue of July 3, 1905.

IOWA.

CLINTON CO. ADVERTISER thoroughly covers Clinton, Scott and Jackson Counties, Ia. As circ'n last year over 6,000, guaranteed by Howell's Directory. FAY BROS., Lyons or Clinton, Ia.

QUALITY as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

AD in THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

THE 500 DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

MEDICAL FORTNIGHTLY offers \$60 for a new cover design. St. Louis.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 19,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the FREIE PRESSE, Lincoln, Neb., at 65 cts. per year; 8-page wkly; samples free. Write for particulars.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

BRIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 15 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ELMIRA
TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.
Rooms 13, 14 and 15 Tribune Bldg., New York City.

OHIO.

THE Mansfield (Ohio) News: proved circulation - daily 3,000, weekly 5,000 copies.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

PENNSYLVANIA.

THE Perry County TIMES has the largest circulation in Perry County, Pa.

EPWORTH BANNER, Gaines, Pa., 3,500 circulation, wants a few good ads. Fine book paper, monthly, rare chance; territory, Northern Pennsylvania and Southern New York.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

DESIRABLE READERS and a good circulation are what advertisers receive in the CHESTER TIMES. 39,000 well-to-do, intelligent people read the TIMES with their supper every day. WALLACE & SPROUL, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

VERMONT.

VERMONT CHRONICLE (Religious). Circulation 1,500. C. M. Stone & Co., St. Johnsbury.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 135,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

IN her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast. - Harper's Weekly.

THE SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1890, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis.
Only English agricultural paper printed
in the State. Rates only 30 cents a line. Circu-
lation over 25,000.

CANADA.

THE STANSTEAD JOURNAL, Rock Island, Que.,
has the largest circulation in Stanstead Co.

MEXICO.

ARE you not anxious to enlist the co-operation
of the missionaries and native Christian
workers in Mexico? **EL FARO** is the best means.
Apartado 300, Mexico City.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD,
ANDREAS & CO., 60 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

*Advertisements inserted under this heading, in
the appropriate class cost 25 cents a line, for each
insertion. One line, without display or black-
faced type, inserted one year, 25 weeks, for \$15, 6
months for \$4.50, 3 months for \$2.25, or 4 weeks
for \$1. Display or black-faced type charged at 50
cents a line each issue, or \$20 a year, or \$2 a
month, for each line of space occupied by
the whole advertisement. For the publisher who
does not find the heading he wants one will be
made to specially fit his case.*

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.

A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation al-
ready. 100 large quarto pages. \$3 yearly, 50c.
monthly. None free. San Francisco, Cal.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.
CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York.
The leading monthly, containing all that
pertains to the art of carriage building,
and circulated all over the world.
THE HUB NEWS, 247 Broadway, N. Y.
The only weekly paper published in the
interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.
DRUGS AND CHEMICALS.

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Es-
tablished 1844. Circulation 3,500.

FRUIT GROWING.

THE GRAPE BELT, Dunkirk, N. Y. 6,000 guaran'd.

GERMAN.

KANSAS CITY (Mo.) PRESS, daily 4,500, w'ly 8,500.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a
Monthly Gazette of the Patriotic Hereditary
Societies of the United States of America. Send
for advertising rates and specimen copies. 129
S. Sixth St., Philadelphia, Pa.

HOMCEOPATHY.

HOMCEOPATHIC RECORDER, Phila., Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis. Monthly.

INSURANCE.

IF you want to reach a class, advertise in the
class journal of that class. Insurance men as a
class (there are over 100,000 of them in the U. S.)
are in fair average financial condition and have
money to spend for the things they think they
want. If you want to reach the insurance men
advertise in **THE INSURANCE MONITOR** (es-
tablished 1853), the oldest and biggest and "best
and goes farthest" Insurance Journal in Amer-
ica. 137 Broadway, N. Y. City.

INSURANCE AND BUILDING LOAN.

THE ENSIGN, St. Thomas, Ont., monthly, 10,000
among insured, property owners, investors, etc.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn., and New
Orleans, La. Oldest, largest, best, most widely
circulated Southern Jewish paper.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.
**WESTERN MEDICAL AND SURGICAL
REPORTER**, St. Joseph, Mo.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broad-
way, N. Y. The best and most complete
paper published for the trade—one issue
worth more than price of a year's sub'n.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City, Mo.

SECRET SOCIETIES.

THE LODGE RECORD, Watertown, New York.

SKANDINAVIAN.

THE highest circulation rating of any Skandi-
navian paper in America is accorded to the
DECORAH-POSTEN OG VED ARNEN, issued
twice-a-week, in the Norwegian-Danish lan-
guage, at Decorah, Ia.—From *Printers' Ink*,
issue of May 15, 1895.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1853. Largest
Spanish circulation in the world. Translations
in all languages: 44 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over
100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

LARGEST CONCERN OF ITS

Street Car Advertis

The Best Lines of Cars.
The Finest Service and System.

Theat
The ge

CARLETON

50 Bromfield Street, Boston.

Brooklyn. Chicago. Minneapolis. Cincinnati. Rochester. Buffalo.
Newark. Albany. Syracuse. St. Louis.

LONG DISTANCE TELEPHONE CONNECTION.

9,000 FULL-TIME CAR

CHARACTER IN THE WORLD!

...In its

Perfection!

ing

Theatest Number of Large Advertisers.

Theggest Territory Under One Management.

N & KISSAM

0ES

Postal Telegraph Building, New York.

ester, Buffalo, Pittsburgh, Providence, Milwaukee, Columbus,
St. Denver, Hamilton, New Orleans.

AR 130 MILES OF SPACE.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICE: No. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, AUGUST 14, 1895.

LEGITIMATE advertising is merely business news.

THE better a thing is the better it pays to advertise it.

THE temple of success is reared on newspaper columns.

BIG words look better in the dictionary than they do in advertisements.

A CLOTHING ad that talks about everything but clothing never sells clothes.

WHAT does it profit an advertiser if he gain one sale and lose a steady customer?

ADVERTISING is insurance of business—but you must take care and not let the policy lapse.

SOME advertisements, like some pills, are sugar-coated, only to conceal the bad things they cover.

THE best place to put an advertisement is in the paper that enjoys the confidence of the community.

ADVERTISING "an endless variety" is not effective advertising. Better advertise one thing and sell it.

A BUSY store is of itself a good trade attractor. Make your store busy by using space in the newspapers.

ONE HUNDRED AND TWENTY-FIVE paid-in-advance subscribers were added to PRINTERS' INK subscription list for the week ending Wednesday, Aug. 7.

CHANGE your ads often if you expect to make much "change" out of them.

A STOCK of goods without advertising is like a gun without ammunition—there's nothing to make it "go off."

A GOOD ad tells the people something that they do not know but wanted to know without being aware of the fact.

AN advertisement—like a cigar—should be so good that the first whiff or impression will cause a man to finish it.

A LOUD noise attracts attention, but it may not be worth noticing. Some "catchy" ads are merely a noise in black and white.

NEW YORK: Henry Holt and Company. PRINTERS' INK never saw a book bearing the above imprint that was not a good book.

PICK out the strongest point of your goods, put it in a simple phrase and persistently use it. Such advertising pays compound interest.

A CUT having no reference to the goods advertised will probably not do the same service as one which seems to belong to the advertisement.

IF your competitor secures the services of an ad writer, do not copy his ads—that advertises him rather than you—but go thou and do likewise.

DIFFERENT soils are adapted to the growth of different plants; so are different advertising mediums adapted to the advancement of different businesses.

BUYERS are more interested in what is sold than in who sells it. The man who makes his name a too prominent feature of his ads does not recognize this fact.

THE most persistent reader of an advertisement is the man who pays for it.—*National Printer-Journalist*.

WHEN President Jefferson's first message was sent to Congress in December, 1801, a week elapsed before a writer commented upon the message in a newspaper.—*John A. Sleicher*.

NEWSPAPER advertising is the rock-based foundation upon which to build the superstructure of permanent success, but if the foundation is not skillfully laid the building will not stand.

A MAN built a handsome residence but failed to provide an entrance. Very foolish of him; but not more so than for a man to fit up an expensive store and then neglect to provide for the entrance of business by advertising.

ON the board fences in the vicinity of nearly every country town may be read in half obliterated letters of paint the names of the business firms of that community, now passed away, who thought they knew a better way to advertise than in the newspapers.

It is often said that the man who has given a mortgage is at a disadvantage because the mortgage works while he sleeps. Well-placed advertising will prove more than an offset; it, too, will work while he sleeps, and eventually it will overtake and throttle the mortgage.

THE number of readers a paper has is not of so much importance to an advertiser as the number of readers that read the advertisements. A paper of large circulation, where the setting of the ads is given little attention, may be of less value than one whose circulation is considerably smaller, but in which each ad stands out with attractive distinctness.

THOSE who regret the slop-shop methods which are changing the character of the American weekly newspaper will find an oasis in the desert if they take occasion to examine *Harper's Weekly* and the *Bazar*, especially the *Bazar*. The paper is excellent, the ink nearly as good as Jonson's best, the press-work unexceptionable. The engravings are works of art, the letter press is in type large enough to be read, and if not new yesterday is as good as could be printed from type that was new this morning. The advertising pages are judiciously disposed and upon them some of the best known advertisers of the day have conspicuous and judicious display. There is that about these two publications which bespeaks the highest class of newspaper. The high quality of paper and press-work indi-

cates that the edition is not too large, an indication which the delicacy of the publishers about conveying any information on the subject does something to sustain. With the exception of the *Ladies' Home Journal*, of Philadelphia, PRINTERS' INK knows of no publication appearing in the same form which is more beautiful or more creditable to the publishers than *Harper's Weekly*, unless it be *Harper's Bazar*.

A RECENT compilation from the American Newspaper Directory exhibits a list of 1,252 publications, every one of which is credited with issuing more than ten thousand copies regularly, the 1,252 publications putting forth a total of 31,801,450 copies for each and every issue. This number exceeds by at least a million the issue of the remaining 18,278 publications, which go to make up the total of 19,530 which are printed in the United States.

A careful analysis of the selected list shows that of the nearly thirty-two million copies which make up a single issue of these great papers, the Southwestern States, consisting of Texas, Louisiana, Arkansas, Oklahoma and Mississippi, print one per cent of the whole.

The Pacific States and Mining Region, made up of California, Colorado, Oregon, Washington, Utah and Montana, print two per cent of the whole.

The Southeastern States, consisting of Georgia, Maryland, District of Columbia, Virginia, Alabama, North Carolina, South Carolina and Delaware, print three per cent of the whole.

The States of the Missouri Valley, consisting of Missouri, Minnesota, Iowa, Kansas, Nebraska and South Dakota, print nine per cent of the whole.

The States of the Ohio Basin and the Lake Region, consisting of Illinois, Ohio, Michigan, Indiana, Wisconsin, Kentucky, Tennessee and West Virginia, print twenty-five per cent of the whole.

The estimates above given show that of all the very large circulations the territory already described prints forty per cent. The remaining sixty per cent of circulation belongs in the Northeastern States, consisting of New York, Pennsylvania, Massachusetts, Connecticut, New Jersey, Rhode Island, New Hampshire and Vermont.

MR. MILTON M'RAE.

THE MASTER STROKE WITH WHICH HE
INAUGURATES HIS ACCESSION TO A
PROUD POSITION.

The name of Scripps League has been changed to Scripps-McRae League. Mr. Milton McRae, whose success as manager of the Cincinnati *Post* and St. Louis *Chronicle* has made him famous, has been promoted to the position of secretary and general manager. The Cincinnati *Tribune* of a recent date, in speaking of the change—and we believe it is always safe to go to one's home paper, and especially, in the case of a newspaper man, to go to his rival paper, to learn the truth—says: "The papers which are to be hereafter controlled by Mr. McRae, who becomes managing partner of the combination, are the Cleveland *Press*, Cincinnati *Post*, St. Louis *Chronicle* and the Kentucky *Post*. These four papers employ more than 600 persons, and consume upward of twenty-four tons of white paper daily, or the product of one big paper mill. The appraised value of the four papers is over \$2,000,000, and the Messrs. E. W. and George H. Scripps and Mr. McRae own four-fifths of the whole. Mr. McRae started in the newspaper business seventeen years ago as a reporter on the Detroit *Tribune*, and has risen to his present commanding position strictly on his merits. He has been identified with many public bodies in Cincinnati and elsewhere, and his advice and counsel are sought on every hand. He was one of the organizers of the American Publishers' Association, and for several years has been on the executive board of that influential body. He was recently elected vice-president of the United Press, succeeding Wm. M. Laffan, of the New York *Sun*. It is a question who should be most congratulated—Mr. McRae on achieving the fruition of his ambition, or the Messrs. Scripps in permanently securing his managerial ability."

One of the first acts of Mr. Milton McRae in his new position well illustrates the acute business instinct and broad views of the man. Controlling now a daily output of three hundred and fifty thousand newspapers, he naturally intends that advertisers shall not be kept in the dark concerning their merits. And as the quickest, cheapest and most effective method of conveying the information he will

wish to disseminate, he naturally turns to the advertiser's friend, guide and text-book, PRINTERS' INK. Through his New York agent, Mr. E. T. Perry, Mr. McRae has secured the control of the last page of the little schoolmaster for a full year, and pays the price demanded, the moderate sum of ten thousand four hundred dollars, with that cheerful satisfaction which a business man always feels when acquiring what he knows is worth the price, and cannot be had for less.

NEAT AND APPROPRIATE.

A designer of advertising matter sends to PRINTERS' INK the following suggestion for a ticket of admission to the meetings of the Dual State Publishers' Association, of Minnesota:

THE DUAL STATE PUBLISHERS'
A S S .
ADMIT ONE.

This is the association of newspaper men who live by advertising, but combine to protect each other from the weakness of wasting their own substance by indulging in any such unprofitable practice. It is one of the rules of this association that *its members shall not advertise.*

ABOUT SAMPLE COPY CIRCULATION.

By J. L. French.

I think the element of pure human nature is the most important one in the question of sample copy circulation. My belief, based on experience and years' close attention to the problems of advertising, is that nine-tenths of the people who get a sample copy are unable to restrain the state of feeling that springs from two emotions. First, that they do not pay for it, and second, that it is forced on them.

I admit that the feeling about cost is part of a false sense of values, but we shall have to wait till the face of a radically commercial civilization is materially changed before it leaves us. It seems undeniable to me that this very artificial consideration of what a thing costs is the first thought in fixing its value in the average mind. In a periodical thus sent out it may chance that the eye of the receiver will light

on one or two things that are read with interest, but the paper is rarely kept for them. The sample copy is not a part of the received and accepted mental pabulum of the household. It is an intruder.

To emphasize the cost idea further, I believe the American people appreciate what they pay for in proportion as they pay for it. The American pays thirty-five cents for *Harper's*, for instance, and reads even the ads as part of something purchased. The advertiser, it is felt, has paid a large sum for his page, or half page, or quarter page, and there is a certain acknowledgement of his outlay that even influences our purchasing sense in reading his announcement. His ad is a serious matter, involving a financial payment to a periodical that we respect and support by our voluntary subscription or purchase, and we give heed to what he has to say with respectful attention, often interest.

But it is hard to conceive that this can apply with any special force to sample copies of a strange periodical that is literally flung at one's head, advertisements and all.

It is questionable, therefore, whether a large proportion of such circulation is really entitled to rank any higher than circulars, and, in some cases, not even so high, as the ad must share conspicuousness with a lot of other matter.

My opinion is that sample circulations do the sampler whatever good there is in them and that the advertiser comes in a bad second.

SPECULATION VS. INVESTMENT.

There are people who believe that advertising is a speculation, and there are others who insist that it is an investment.

They are both right from their different standpoints. The discrepancy is accounted for by the different ways they advertise.

Some merchants go into advertising as they buy a ticket in a lottery—with the idea that if they are lucky they may win a prize.

Others put their money in advertising as they invest in real estate, mining stocks or government securities—with the firm faith that they can make a good percentage on their investment if they do it judiciously and with proper preparation and forethought.

The latter class seldom, if ever, fail.

Their chances of success are more than a hundred to one, because they take the right and only sensible view of advertising.

First of all, they make sure that they have a good article to advertise. That is the *sine qua non* at starting, and without it money spent in advertising is invariably wasted.

Secondly, their advertisements are sensibly and attractively written; the utmost skill and care are given to their preparation, so that they shall have the best effect when published.

Thirdly, the ads are wisely placed, in mediums which will reach probable buyers, and in the preparation and placing the experienced skill of a reliable agent is invaluable to the advertiser.

The agent knows, or ought to know, the best mediums to use for a certain class of goods, the kind of ads that will best draw custom through those mediums and their lowest cost per line.

A wise advertiser with a good agent never fails to succeed, and, indeed, the chances of failure are infinitesimal. With the speculating merchant it is widely different. He starts out with an extravagant idea of what profits he can make on something he has to sell. He either writes his own ads or buys almost anything offered to him by some of the "literary butchers." He takes space right and left indiscriminately, includes in his list some mediums that wouldn't yield him a customer in ten years, pays exorbitant rates without knowing it, and soon finds that his speculation is a disastrous failure!

His chances of success are slim from the start, as indeed are the chances of all "speculators" compared with investors.

JOHN C. GRAHAM.

"EXPERTS" could not so brightly think
Without the aid of PRINTERS' INK.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WISCONSIN AGRICULTURIST, RACINE, WIS.

ART PLATES FOR SALE—400 original half-tone plates of rarest photographs of World's Fair. Size 8x10. Entirely new. A bargain for book manufacturers, newspapers and magazines. Address "ART," care Printers' Ink.

THE WAVE, San Francisco, Cal. the leading Pacific Coast society, literary and political weekly. E. KATZ, 126-127 World Bldg., New York, N. Y., sole agent. **\$13,000** weekly guaranteed.

...THE... CHURCH STANDARD

ESTABLISHED 1830.

The Oldest and Best Protestant Episcopal
Paper in America.

IT MAY INTEREST YOU TO KNOW

That it is one of the comparatively few papers credited by the American Newspaper Directory with a circulation exceeding 5,000;

That it is the only paper of its kind that can successfully reach the membership of the Protestant Episcopal Church in the great middle portion of the country;

That these it DOES reach constitute, in the minds of shrewd advertisers, the best buying class in the country;

That it is the best medium through which to reach that class, in the territory mentioned, because it is the only paper of its kind in that territory; and because, aside from this, it is the brightest and best Protestant Episcopal paper printed anywhere;

That we will cheerfully do all in our power to make our advertisers happy, by making their advertising effective. We will welcome change of copy as often as a change is desired; as a matter of fact, we prefer to change the appearance of an advertisement as often as possible.

RATES ON APPLICATION.

THE CHURCH STANDARD CO.,

112 North 12th St.,

PHILADELPHIA, PA.

What Will the Harvest Be?

Is the question uppermost in the minds of the farmer, gardener and the general produce dealer.

The Winter's snow and the Summer rains are good indications of a rich and abundant harvest.

Will You Reap Some Of Its Product?

We offer **100,000** farmer circulation in which to introduce yourself and become acquainted with a thrifty and buying class of people.

Estimates on your advertisement direct or by any general advertising agency. Address

THE AMERICAN FARMER, Washington, D. C.

Or BYRON ANDREWS, Manager Branch Office,
World Building, New York City.

THE FINEST HOTEL IN THE SOUTH

is now nearing completion in Richmond. This is only one of the many progressive movements going on in that city. Business is good—plenty of work at paying wages and a satisfactory condition exists generally.

YOU CAN BENEFIT BY THIS

prosperous condition of affairs by bringing your goods to the notice of the buying population of that city through

- THE STATE -

the leading evening newspaper. Local circulation greater than that of any other Richmond daily. Prices for advertising of

H. D. La Coste,
38 Park Row,
New York.

Special
Newspaper
Representative.

RIPANS TABULES

Mr. Wolstan Dixey, for several years Literary Editor of the New York *School Journal*, and now an advertisement writer at 86 World Building, New York, speaking of Ripans Tabules, says: "I couldn't recommend this remedy as heartily as I do if I didn't believe in it. I am not much of a medicine taker. I am opposed to medicine, on principle. There ought to be no need of medicine—just as there ought to be no poverty—but there *is*. If people lived right they would be well. Sunshine, air, exercise, fun, good food—plenty and not too much—are the best medicines, the natural ones; but men are tied to their desks, and women to their home cares, and both are tied to fashion. All are too busy making money or saving it, or spending it, to keep naturally well. Civilized existence is artificial and needs artificial regulators. I recommend Ripans Tabules—and take them myself. I know they are both harmless and effective. (I know what they are made of.) They are the best remedy I know anything about for headaches, or indigestion, or biliousness, or any sort of sluggishness in the system. And they are in the handiest possible shape to carry in the pocket."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

The....

Southern Farmer,

Athens, Ga.

The leading agricultural publication, and having the largest circulation of any paper of its class in the South.

It thoroughly covers the country south of the Ohio River, and is read by the best people in that great territory.

No advertiser, who omits this paper in placing his business, can hope to reach the people. Advertising rates very low. Address

THE SOUTHERN FARMER,
ATHENS, GA.

NEWS Daily Sunday Weekly

WHEELING, W. VA.

Largest Circulation
in the State.

Rowell's Directory for 1895

gives the News the highest daily circulation for Wheeling, and guarantees the accuracy of the rating by agreeing to forfeit \$100 to any one who can prove differently.

SUNDAY NEWS has more circulation than the total of all other Sunday papers published in West Virginia. This is certainly valuable information for

Advertisers who wish to cover West Virginia and Eastern Ohio Effectively and at least cost.

Other valuable special points gladly told in person or by mail.

NEW YORK OFFICE:

517 AND 518 TEMPLE COURT.

C. E. ELLIS, MANAGER.

617 Replies to a
ONE-TIME
want "ad"

IN THE

Harrisburg Telegram.

The following clipping appeared in
the Press throughout the
country on July 27th:

PARTED TWENTY-ONE YEARS.

Happy Re-Union of a Lancaster Man
and Wife in Far-Off Oklahoma.

By Telegraph.

LANCASTER, July 26.—A letter was received here last night announcing the reunion of 'Squire John H. Morrison, of Snyder, Oklahoma, and his wife, who had been separated twenty-one years. The story is a romantic one. In 1865 Morrison married a Miss Fry, in York county, and five years later came to this city, where he met business reverses. He then went West, leaving his wife and four daughters here, and nothing more was heard of him until last March, when an advertisement for a wife appeared in a Harrisburg paper (HARRISBURG TELEGRAM), signed John H. Morrison. It was seen by one of his daughters. She answered it.

Morrison received 617 answers to his advertisement, but replied only to the one written by his daughter. In the correspondence that followed their relationship was disclosed, and when he learned his wife was still living he made arrangements to take her to his Western home. The letter received yesterday states that they recognized each other on sight at the railway station in Oklahoma.

...CIRCULATION TELLS...

A TRIAL ORDER WILL PROVE THE

Harrisburg Telegram

BRINGS THE ANSWER.

Advertising Office:

517 & 518 Temple Court, New York.
C. E. ELLIS, Manager.

Doubt
There
Can
Be
No
Doubt
About
The
Peterson
Magazine
It
Pays
Advertisers

◆◆◆◆

Penfield Pub. Co.
109-111 Fifth Ave.,
New York.

◆◆◆◆

FRANK E. MORRISON,
Special Agent,
500 Temple Court,
New York.

AS EASY AS COASTING

It's easy to get good results from advertising—if you know how. Everything is easy after you learn it.

For thirty years we've been learning how to advertise successfully.

We have always served our clients satisfactorily and we are better able to do it now than we ever were before.

We have three advantages over others in our line:

- 1 We prepare better ads.
2. Our prompt payments get better rates and better service from publishers.
3. Our unequaled system and facilities make mistakes impossible.

THE GEO. P. ROWELL
ADVERTISING CO.,
10 Spruce St., New York.





SAVE

1400

LETTERS,

1400

ELECTROS,

1400

CHECKS,

2800

STAMPS,

BY

USING

THE

LISTS

OF THE

CHICAGO

NEWSPAPER

UNION



FALL PLANNING.

Before you begin, do some planning. Plan what you are going to spend, and where. Don't forget the West.

Every now and then we meet an advertiser who has just tried the field out here for the first time. His gentle state of surprise is pleasant. It shows us that we knew more than he did.

Of the East and the West for the general advertiser, *cæteris paribus*, the West is the best.

All experienced advertisers know this.

It is a fact that would admit of considerable unnecessary explanation, but corroboration is easier and more time saving.

The 1400 high-grade papers of the Chicago Newspaper Union reach nearly five million readers of the country papers, who can be reached economically in *no other way*.

The *summer discount* may still be had upon September and October advertising.

Catalogue gives further particulars. Special estimates submitted.

CHICAGO NEWSPAPER UNION,

87 TO 93 SOUTH JEFFERSON STREET,

CHICAGO.

AND

10 Spruce Street,

NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

Since the publication of my little "Talk on Insurance Advertising" I have had quite a number of communications, among them this one:

GRAND RAPIDS, Mich., July 6, 1895.
Mr. Charles Austin Bates, 1414 Vanderbilt Building, New York:

DEAR SIR—We noticed an article in the issue of July 3d PRINTERS' INK on "Insurance Advertising," and think it is just what is lacking in the insurance business, and one of the things which makes the business so difficult to work.

The companies seem to have overlooked, or, possibly, are indifferent to the universal desire for enlightenment on common sense lines, something which can be understood by every one. The agent cannot do all the educating, and if some of the money expended in other directions was spent to tell the people what insurance really means, or what it does, and leave out the bewildering figures now so generally used, there would not only be more insurance of all kinds written, but it would be easier for the agent to do his work.

We think, as Mr. H. R. Whitman suggests in the above issue, that you would have an immense field open to your advertising abilities.

Yours truly,

PERKINS & BOER.

This with some of the others has led me to think about the matter seriously. I find, on looking it up, that insurance companies are large advertisers, although nobody on the outside would suspect it. The Metropolitan Life Insurance Co., of New York, spends something over \$200,000 a year. The Equitable, I believe, spends more than that. I don't believe that either of these companies is generally considered an advertiser at all. I believe that this money could be spent in a way that would at least create the impression that something was being done. One mistake that I think the companies make is in directing all of their energies to securing new business. One reason that this is so is, of course, the fact that the agents make more money on new business than they do on the continuance of old business. It should be the company's concern to keep the business in force, and this, I believe, can be done by judicious advertising. The percentage of lapses in all of the companies is really something appalling. I should think that after all the

money and effort has been spent to secure business that some little effort ought to be made to hold it year after year. It is a good deal easier to hold a man to the insurance he has contracted than to secure the original contract. Intelligent, earnest, forceful insurance advertising will not only make business easier to get in the first place, but it will reduce the percentage of lapses. There are only a few men in the world who really appreciate the advantages of life insurance—who really want to buy life insurance. These are the men who will make sacrifices in order to hold their policies. The great majority of men are talked into buying life insurance—sort of hypnotized into it by the agent. They really know nothing about it—they don't realize what it is, or how good it is. If they become a little bit pinched for money and the premium notice comes in, they will likely allow the policy to lapse simply because they don't appreciate the importance of keeping it in force. The action—or, rather, the inaction—is just as natural as human nature.

If companies would advertise to their policy holders just the same as to those who are not policy holders, they would save a great percentage of these lapses. I think there can be no possible doubt about this. It is only a question of sending them, or reaching them with the right sort of matter—and the right sort of matter certainly is not tabulated statements of assets and liabilities. I suppose there is not a man in the United States who doubts for a minute the solvency of the large insurance companies. It is of no use for the New York Life or the Equitable to assert that they are able to meet their obligations—everybody knows that already. If I were doing the advertising for these companies, I would publish a statement just as often as the law compelled me to, and no oftener; and I would put it in just as small space, and in just as cheap a paper as possible. I would do my advertising in another manner entirely.

Life insurance is a commodity, and

the sale of it ought to be governed by pretty much the same rules and ideas that prevail in the sale of other commodities. Life insurance now is one of the hardest things in the world to sell. The life insurance agent probably works harder and submits to more rebuffs than any other salesman, except perhaps the book salesman. Life insurance ought to be one of the easiest things in the world to sell—the right sort of advertising will make it sell. As it is now, I don't believe there is one man in ten—possibly not one in a hundred—who understands the very first fundamental principle of life insurance. A good many men go into life insurance for the same reason that a good many other men go into advertising—their neighbors are in it, and they have been told that it is a good thing. They regard it as a mystery, but they think they'll chance it, any way. The life insurance literature that I have come in contact with does not enlighten them very much. It is full of technicalities and is written for life insurance agents. Insurance men understand it perfectly and the agent of each company can kick the other companies' literature full of holes in about three minutes. It is particularly easy to do because the layman doesn't understand the literature in the first place.

If some company will get out some advertising matter that is so plain and simple that there can be but one construction put upon what is said, and so that even a schoolboy can understand it, that company will go ahead.

It may seem like effrontery for me to criticize the methods of concerns which have built magnificent buildings all over the United States, and whose principal officers receive munificent salaries of \$50,000 or \$75,000 a year. It is not effrontery, however. It is merely a still, small voice out in the dark where the officers of the company have never been, and where they cannot go for themselves. They know too much about insurance to be able to advertise it properly. They have succeeded in insurance rather in spite of their advertising than because of it. They have failed to use the tool which, above all others, would make their work easier and more profitable. There is going to be a change in life insurance advertising—there's bound to be a change. Some company will break away and do some really helpful, effective advertising. It will pay them

so well that the others will have to follow. The right sort of advertising will make it easier to write, will increase the volume written, and will decrease the number of lapses.

The right sort of advertising doesn't necessarily mean an increase in the amount of money spent in advertising; it means merely a readjustment of the system, and the substitution of a different kind of literature.

Mr. Whitman, of Detroit, whose work I mentioned in my former insurance talk, is getting out some insurance circulars that are in the right line. He is a successful seller of life insurance and is in a position to know the questions asked and answered in selling policies. He has used this knowledge to good advantage in getting out his printed matter. His ideas are good, and exactly in the right line, but even this work of his would be improved by making it still simpler and plainer.

He says that his circulars have helped him to sell insurance. This is proof positive that better circulars would sell more insurance.

* *

The following letter is valuable as exemplifying the methods of one presumably successful advertiser. I should think the advertisement a very good one.

A. B. MAYER M'FG CO. }
St. Louis, July 2, 1895. }

Editor of PRINTERS' INK:

DEAR SIR—The writer has been reading the "Big Schoolmaster" for many years, and has "learned" a good deal about advertising everything but fertilizers, which I think is a field that is overlooked, at least that is my impression, and I may be mistaken in this, and am willing to be convinced otherwise; always willing to learn, "don't you know." Some months ago I sent some queries to your sanctum, but up to date received no reply, but that don't stop a fertilizer man, so I come again; therefore give me an idea as to what you think of the inclosed latest ad gotten up by your humble servant. Years ago I used to think a great deal as to how to make up a good ad, but I stop that now. I just wait until something "comes to me," sit down and write it out, and set it up and then see what it looks like, and then "put it in" for a little while, and then change it again. This I find the best policy in our line. However, I would like to hear from some fertilizer ad-smith. Yours truly,

FRED. MAYER.

"\$1.00 WHEAT" Was sold in St. Louis June, 1895, and that is what all Farmers who use the "ANCHOR BRAND" PURE BONE FERTILIZERS can do. Don't put in any wheat this fall without using our "PURE BONE MEAL" or "WHEAT GROWER," and you will raise 30 bushels where you formerly raised but 15. Circulars free.

A. B. MAYER MFG. CO.,
1020 N. 12th St., St. Louis, Mo.

Every farmer is interested in wheat at a dollar a bushel, so that the catch-line ought to catch. The man who does not want to raise thirty bushels where formerly he raised thirteen would be a very queer man, so I should think that the ad ought to bring inquiries. It has theory on its side, and although it is badly displayed, it ought to have brought results.

RETAIL ADVERTISING.

"THE KANSAS CITY TIMES." }
KANSAS CITY, July 1, 1895. }

Mr. Charles Austin Bates, Department of Criticism, PRINTERS' INK, New York:

DEAR SIR—Employed in the advertising department of the *Kansas City Times*, I naturally am very much interested in all that pertains to the advertising line. Your "department of ad talk" is read carefully by me each week, and the suggestions you give are numerous and valuable. Recently I have been called upon to write a number of ads for different firms, a few of which I inclose. I am only an amateur in this line, and I would esteem it a favor if you will pass judgment on them. Very truly yours,

FRANK MARKWARD.

Most of the ads are pretty good; that is to say, they have the germs of goodness in them, and if Mr. Markward keeps on he will be a real adsmith.

As a general rule I don't like rhyming ads, because the rhymes are not likely to be good—"and when they're bad they're horrid." This one, however, is first-rate, and while it doesn't seem to have any particular excuse for being in the ad, it certainly suggests all kinds of drinks in a pleasing way, and has a tendency to create "a thirst."

Past and Present.

Falstaff adored a cup of sack,
As did his friends so merry;
'Tis also said they kindly took
To Muscadelle and sherry;
And ruby wine, mellow with time,
They loved with other cheer.
The present age, with wisdom sage,

DRINKS

DICK BROS.' SUPERBA BEER.

Nourishing and nutritious, it forms a healthful and delicious beverage. The debilitating influence of summer's heat nullified, the body's natural functions restored to healthful action by the gentle influence of this famous brew.

GLASNER & BARZEN,

SOLE AGENTS,

Tel. 148.

10th and Mulberry.

The second advertisement would have been better if there had been no display lines inside the border, except, perhaps, the first. A border ought to make an ad distinct and prominent without the use of very much other display—that is what borders are for. I would have set this ad in plain pica, old style, with at least one-eighth of an inch space all around between the border and the type. It would have been a great deal more prominent than it is now. So far as the wording of the ad is concerned it is rather pleasing, and that is about all you can do with a soda water ad, any way. The idea of advertising the name of the soda water expert is, I think, particularly good. It creates an impression that Johnson Brothers have made a special effort in this line, and have secured somebody in particular.

SEE THE MAN!

SEE THE MAN DRAW!

WHO IS THE MAN?

WESLEY C. DILLON

WHO ARE ALL THE PEOPLE?

Everybody, my son.

WHAT IS THE MAN A DRAWING?

SODA WATER!

And all the people are anxious to try some of the fancy drinks by the most expert Soda Water dispenser in the country at

JOHNSON BROS.,

DRUGGISTS,

.. 1107 Main Street. ..

THE "MILWAUKEE TRIBUNE." }
MILWAUKEE, July 6, 1895. }

Mr. Charles Austin Bates, care of Printers' Ink, New York:

DEAR SIR—I, like all "the other fellows," read your interesting Department of Criticism in *PRINTERS' INK* every week, and have gained many pointers on advertising through it. I write most of the advertisements which appear in our paper, and have taken the liberty of inclosing a few of them in this letter. What do you think of them?

Yours truly, F. ELLIS REED, Editor.

I am sorry that I cannot wholly commend the advertisements sent. They seem to me a little bit over-colloquial. The jerky, conversational style is run just a little ways into the ground. The writer thought just a little bit too much how the ad was going to sound, and not enough about

what it was going to say. I think this ad—which is a fair sample of the rest—would have been greatly improved by the infusion of a little more dignity. I believe that about ninety-nine people in a hundred like to be approached in a dignified, cordial, respectful manner. The hundredth man likes the "Hullo, Bill!" style, but when you please him you offend the other ninety-nine.

Been Promoted Yet?

If you have, you'll need to have your stripes and chiverons changed—or probably it's shoulder straps you want. Well, if you come to me, I'll fix up your uniform and do it RIGHT. That's my business. My work is just as good as years of experience can make it, and my prices are very reasonable. When the time comes, call on, or write to me and get my prices—they'll not frighten you.

LOUIS LACHMAN, Military Tailor,
465 Milwaukee St. - MILWAUKEE.

* *

D. Fred Robinson, whose store is, I think, in Brownsville, Pa., is doing some real good advertising. It is what Gilkeson & Child call "every-day-you-and-I talk." They are set with De Vinne head-line, and French old style for the body.

The ad I reproduce shows the tone that is taken in all of them.

Soap Talk.

I have just received the third hundred pound box of Robinson's English Elderflower Soap in the past twelve months.

Lots of folks think there is none better. The steamer Slackwater's crew buy it. Every time she stops here I sell the boys 2 or 3 boxes.

The captain of the steamer Little Bill got himself into trouble by taking a cake home. His wife and her neighbors liked it so well he had to come back and get 3 boxes—75c.

Elderflower is all right.

I was never able to sell a soap for 5c. that gave good satisfaction. I can show you the best I know of. "Virgin Olive," "Buttermilk Glycerine"—not the genuine Buttermilk, 10c.—and others.

Come and see the many elegant soaps I have—5c. to 25c.

I sell more Elderflower than all the rest put together. 10c. a cake. 3 in a box—25c.

D. FRED ROBINSON'S PHARMACY.

But I guess this one about soda water is so good that it is worthy of reprinting also. This soda water talk will bear close study. It contains some of the soundest talk I have read recently.

Mr. Robinson is doing some advertising that deserves a better and bigger field.

Every Man to His Business. . . .

When you get a prescription you don't take it to the grocery store nor the "creamery," do you? No, you take it to the druggist and you're right particular which druggist you go to, aren't you? You pick the one you think knows how and is best fixed to fill it. People are awfully particular about their medicine.

They are particular about their "Soda," too; they are apt to hunt out the best place to get it—the place to get the best—that's my place. I'm fixed to make it best. I have as much money in my soda business as I have in the drug business. I have the finest little "Soda" plant in Western Penna., not excepting P'gh. I have everything for making it right, expensive machinery, water purifier, etc.; every bit of water used is cleansed and purified until it's as bright and clean and sweet as a May morning. Haven't you noticed that?

Whether my soda is bright and clear or not don't depend on the weather.

I am fixed for the business and doing it.

But I don't make Ice Cream; I am not fixed for that. I leave that to the man that is fixed for it, the creamery man—Mr. M. R. Jacobs—out over the hills among the meadows and cows. He has a perfect little plant for making perfect ice cream and makes it "perfect."

He makes it, I sell it.

Every man to his business.

I'll sell you a pint or a quart to take home with you—4c. a qt.—or a gallon or two for your little company—\$1.50 per gal., packed and delivered—1 day's notice. I can furnish it for festivals, picnics and excursions in any quantity—one day's notice.

I am just as particular about my drugs as I am about my Soda and Ice Cream.

D. FRED ROBINSON,
Pharmacy Next Iron Bridge.

* *

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Summer Stoves—(By S. H. Blackwell).

YOUR WIFE CAN RUN

* your household ever so much easier, more economical, and with infinitely less friction and domestic infelicity, if you will only buy her one of the RELIABLE GASOLINE STOVES.

We have them
in prices from
\$2.50 up. . . .

*For Underwear.***MERINO
UNDERWEAR.**

To put it modestly, there isn't any better made underwear sold in these United States than passes over our counters. Neither is it sold any cheaper than our prices. Ideas of value may differ—Ideas of fashion may be widely apart—but they must all unite in satisfaction with our offerings—and opportunities.

*For Dry Goods—(By James MacMahon).***Shirt Waists.**

We have just completed an immense purchase of fine shirt waists, the largest of the season, containing all the fads and fancies in favorite fabrics, cut in the very latest styles from the finest Gingham, Chambray, Cheviots and English novelties in colors delicate and dainty. Laundered collars and cuffs, soft bosoms, yoke backs and fronts, balloon sleeves, altogether the choicest assortments shown this season, and regularly sold at from \$1.98 to \$2.75 each, our special price only:

*For Parasols—(By M. M. Gillam).***The Shadow
of a Sunshade**

will help to soften the sizzle of the sultry sun. We've put parasol prices where a pile of pennies can reach them. A hundred other prices are just as easy to get at. . . .

*For a Grocer—(By George Shiber).***Selling at Cost.**

No, I am not. You would not believe me if I told you I was.

I endeavor to make a profit on everything I sell. The profit is small, of course, but still a profit. Fifteen years have taught me when and where to get the lowest cash prices. Then another reason why I sell good goods cheap is because my bills are paid promptly the day they are due, which gets me right prices when I buy.

Don't want your trade unless you pay cash.

*For a Dyer and Cleaner.***TO CLEAN
EVENING
DRESSES**

requires more of a "knack" than you think. You are right in hesitating about having it cleaned—because of its daintiness. We like to clean delicate dresses, and know what 64 years' experience has taught us about doing it. A postal will bring our lady representative (of 14 years' experience) to you on a "phonolet"—76-4.

*For a Jeweler—(By Henry Holmes).***QUICK TRAIN
WATCHES.**

If you do any traveling you can't afford to take chances on a watch. Let us show you what we can do for you in a watch we can fully guarantee.

*For a Tailor—(By J. S. Meigs).***Looking
Frontward.**

When a gentleman gives me an order for a suit of clothes, I begin right then and there to look for his next order.

How?

By making him the very best garments he ever had, and charging him as little as I can afford.

That will bring him back nine times out of ten.

To tell the truth, I suppose I'm selfish. Making good clothes is not only commendable, but ought to be profitable, in the long run.

*For a Tailor.***SUITS THAT SUIT.**

There's real pleasure in making good clothing. There's a sort of good fellowship between the maker and the wearer of a real swell garment—sort of real-proud-of-you-feeling on both sides, don't you know.

BETTER TRY US.

Our garment makers are artists. Don't think there are any better—and yet we charge no more than others not so good—may be less.

GILKESON & CHILD.

*For Drugs—(By John B. Perkins).***Anybody Sick**

at your house?

Want the best, don't you? Our prescription department don't equal anybody else's, but surpasses 'em all. Most everybody knows this. That's why we keep so busy. But always time for one more; always on hand to do good. Bring us the next one.

MOORE'S PHARMACY,

FOURTH AND NEBRASKA STREETS.

For Hosiery.

H
O
S
I
E
R
Y

Cannot buy that too carefully. We think we do some wonderful selling. The qualities we are fortunate enough to get could command better prices. If money-making was all we had in mind such quotations as these wouldn't be made.

THREE GREAT CHARACTERISTICS:
ENTERPRISING,
PATRIOTIC,
RELIABLE.

...The...
Baltimore American
Baltimore, Maryland.

Unsurpassed as an Advertising Medium, and among
 one of the oldest Papers in America,
 being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

Circulation:

Sunday,	-	-	100,000
Daily,	-	-	40,000
Twice-a-week,	-		45,000

A. FRANK RICHARDSON,

**Tribune Building,
 New York.**

**Chamber of Commerce,
 Chicago.**

Wanted

YOUR SUGGESTION

AND YOUR PHOTOGRAPH



For twenty-seven years Mr. Geo. P. Rowell has directed the publication of the American Newspaper Directory.

Work is now about to begin upon the revision for the twenty-eighth annual issue.

It has always been the desire to make this book the fairest, the best, the most useful publication of the sort ever known.

Now more than ever before is the desire to perfect the work intensified.

Its publishers realize that in this world of change it is not often that any enterprise is permitted to continue twenty-seven years under one management.

They realize that in the course of events changes must come; but while they are permitted to control the issue and the plan of the book, they desire to add every year some useful feature or to eliminate or modify some fault, if any such exists.

They now earnestly invite suggestions as to changes that will tend to make the American Newspaper Directory a more useful publication.

They have arranged with the editor of PRINTERS' INK to publish the portrait of the man who will suggest a single feasible change that will add to the usefulness of the Directory, and to give place in the pages of PRINTERS' INK to the reasonable arguments advanced by any person who *thinks* he has a plan by which the Directory can be made more just, more impartial, more useful.

Address all communications to

EDITOR OF AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street, New York.

NOTE—Whoever will make a suggestion that can be advantageously adopted shall receive a complimentary copy of the issue for 1895, now ready, and the issue for 1896 as well, which will appear about the first of next June.

Iron=Clad Rates!

There is no better test of the value of advertising mediums than the fact that its published rates are inflexibly adhered to, and that it charges all of its customers the same price for equal service. When a newspaper varies from this rule it admits that its space is not worth the price asked.

.... THE

Washington Evening Star

has always religiously adhered to its published rates, and treats all advertisers and advertisements with equal consideration.

It covers the city completely. It charges but seven and one-half cents per line for 10,000 lines to be used in one year.

L. R. HAMERSLY,
New York Representative,
49 Potter Building.

It is to
..be..
NOTED

The newspapers advertised
in PRINTERS' INK are those of
highest grade and widest
influence.

The best have a story to
tell that is worth reading.

Have You?

Two Great Facts

That we are trying to impress upon
advertisers :

Northwestern Crops Are Immense.

Only once before in many years have they
been so good.

St. Paul Globe BEST

For covering the field thoroughly for least
money.

New York Office: 517 & 518 Temple Court.

C. E. ELLIS, Manager.

Corn is King.

395 Million Bushels for 1895
...IN KANSAS...

That

Means

Fat

Hogs,

Fat

Cattle,

Fat

Purses

and a

Rich

Harvest

For

Advertisers

This is the estimated crop for 1895. It means **millions of dollars** to the farmers and people generally.

This money will go into all channels of business and will be a rich harvest for the advertiser.

...The...

Wichita Eagle

is not only the largest DAILY paper in KANSAS, but it is the only paper, both **Daily** and **Weekly**, published in the **Great Corn Belt**.

Advertising Rates made known by addressing

S. C. BECKWITH,

Sole Agent Foreign Advertising,

THE ROOKERY, CHICAGO.

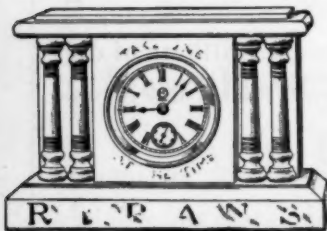
TRIBUNE BUILDING, N. Y.

STILL MORE CLOCKS FOR THE LOCAL REPORTER.

THE INVITATION.

In PRINTERS' INK for May 1st the following announcement appeared :
TO THE LOCAL REPORTER.

In every village and hamlet in the United States there are persons who use the Ripans Tabules. They are only useful for disorders resulting from an impaired digestion, but pretty nearly every human ill hinges upon this very cause. Up to the present time the use of the Tabules has been most common among the rich or well-to-do, the educated and most intelligent ; although the poor, and the people who have little time for education and none for the elegancies of life, outnumber their more fortunate neighbors more than



a hundred to one. These poorer people are the very ones who will be most benefited by the general distribution of Ripans Tabules until they have a place in every house in the land. The advertisements of the Ripans Tabules are written by educated men and women and appeal to those of the same class who live in comparative elegance and luxury. More effective advertisements could be prepared by men of experience as reporters, by learning from the local druggist the name of some person in a humble walk of life who has used the Ripans Tabules, and visiting and discussing with that person the ills for which the Tabules are a remedy, and the satisfactory results arising from their use. Such an interview, with name, date, street number or exact address, with autograph of the person interviewed if available, would prove a valuable advertisement and, being set down in the very words used, will convey the correct meaning to other poor and humble folk in the same or a similar walk of life. The ordinary advertisement prepared by the ad-smith shoots over the head of ninety and nine of the very people for whom the Ripans Tabules are eventually destined to prove such a boon.

An appeal is hereby addressed to every local newspaper reporter, and to every person who is somewhat practiced in writing, to make an attempt at learning and committing to paper the views of one or more of humble persons in modest circumstances residing in the near neighborhood, who have already learned the value of the Ripans Tabules. Try to tell the story in the actual words and to preserve the pronunciation—to tell the story exactly as it was learned.

For every satisfactory example of such a report sent to the Ripans Chemical Company, No. 10 Spruce Street, New York, that Company will send two of the Mantel Clocks

here pictured, one to the reporter and another to the person interviewed.

THE RESPONSE.

To the above invitation the following was the first response :

OREGON, Wis., May 6, 1895.
Ripans Chemical Co., New York :

GENTLEMEN—Seeing your request in PRINTERS' INK of May 1st for a report from people using Ripans Tabules, decided to try my hand in securing at least one.

Found by inquiring at the drug store that this remedy was not kept on sale there, but accidentally the next day found a person who had used the tabules, having been induced to try them by a sister who resides in a neighboring town.

The gentleman interviewed, Mr. A. P. St. John, of this town, was not very communicative, but by much "pumping" gleaned the following :

THE TESTIMONIAL.

"For a long time I have been more or less troubled with dyspepsia. Having considerable hard work to do, if I followed the cravings of my appetite it was sure to result in those terrible distressing pains of the stomach. When in the most agony I would endeavor to obtain partial relief by some 'grandmother' treatment, which, if of any benefit, was to strengthen the imagination that the distress was a trifle less. At times I have suffered intensely. While visiting my sister Cora I was recommended to try Ripans Tabules, which I soon discovered were a blessing to mankind. Now I am never without them, and am pleased to recommend them as a Godsend to those troubled with dyspepsia."

*A. P. St. John
Oregon
Wis.*

This is the signature of the gentleman whose testimonial is printed above.

This is one person's story. If the above meets the requirements of your request, will be pleased to serve you again.

Yours respectfully,

D. E. Williams.

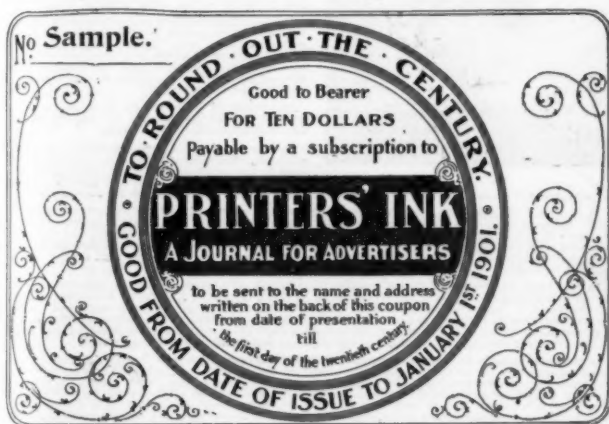
P.S.—Send clock to my address, Oregon, Wis., "care of Oregon Observer."

CONCLUSION.

Inasmuch as Mr. Williams' interview with Mr. St. John resulted in precisely such statements of fact as were desired, the two clocks were immediately forwarded as promised. Since then about five dozen clocks have been forwarded in payment for a similar service. More of them are still to be had on the same terms. All communications should be addressed to The Ripans Chemical Company, No. 10 Spruce Street, New York.

Say How Many!

Any newspaper men desirous of coming into possession of one or more of these subscription coupons and wishing to pay for the same by the insertion of an advertisement in his paper, may address PRINTERS' INK, No. 10 Spruce St., New York.



Newspaper men responding to this announcement should be careful to state fully just what is wanted, and to inclose a schedule of their advertising rates. Address

PRINTERS' INK,
No. 10 Spruce St., New York.

The subscription price for PRINTERS' INK is now \$2 a year.

It will be \$6 a year after January 1, 1896.

Subscribers are allowed to renew their subscriptions now for as many years as they choose at \$2 a year.

For the purpose of pre-payment, Subscription Coupons are just as good as cash.

\$10 in cash or coupons will pre-pay a subscription for PRINTERS' INK from now to Jan. 1, 1901.

The story of a competition already decided is told in an 86-page pamphlet which will be mailed free to any applicant. The advertisements reproduced in it illustrate the plan and furnish some idea as to what arguments may be brought to bear.

To Ad=smiths



any person whose name is written across the back

In *Printers' Ink* for Wednesday, August 7, the best advertisement that has been submitted up to date of going to press will be reproduced, together with the name of the ad-smith by whom it was prepared; the name and date of the paper in which it appeared will also be stated, and two coupons, each good for a five years' paid-in-advance subscription to *Printers' Ink*, will then be mailed, one to the ad-smith and the other to the advertising manager of the paper in which the advertisement had insertion.

In the issue of *Printers' Ink* for August 14 a second advertisement will be reproduced, and another in the issue of August 21, 28, September 4, 11, 18, 25, October 2, 9, 16, 23, 30, November 6, 13, 20, 27, December 4, 11; and with the appearance of each of these issues, two coupons, each good for five years' subscription to *Printers' Ink* to any address written on the back of the coupon when returned for redemption, will be duly forwarded, one being for the writer of the advertisement for that week and the other for the business manager of the paper or periodical in which it appeared.

In the third issue in December (December 18) there will be published in *Printers' Ink* the names and addresses of all the ad-smiths who have produced the advertisement thought best for each one of the nineteen weeks, and half-tone portraits will be exhibited of the twelve ad-smiths who are adjudged to have produced the best twelve advertisements, out of all that shall, up to that time, have been submitted; and to each one of these ad-smiths shall be forwarded a *Printers' Ink* Souvenir Spoon, together with a letter, signed by the editor of *Printers' Ink*, setting forth the story of the competition.

Of the twelve papers or periodicals in which these best twelve advertisements appeared the six that are credited with the largest circulation in the American Newspaper Directory (1896) shall each be entitled to a full-page advertisement in *Printers' Ink*, to be used when wanted (before April 1st, 1896), free of charge.

In the issue of *Printers' Ink* for December 25th the advertisement which is thought to be the best of all shall be reproduced, together with the name of the ad-smith who constructed it and the paper in which it appeared, and on that date the *Printers' Ink* Vase, suitably inscribed, will be forwarded to the ad-smith who shall have thus been shown to be entitled to receive it.

Every ad-smith will make up his advertisement in his own way, will give it such space and display as he sees fit. Every competitor will be entitled to a year's subscription to *Printers' Ink*, as part pay for his advertisement, even if he does fail to secure the Vase, and two five years' subscription coupons go for the best advertisement submitted during each of the nineteen weeks over which the competition extends.

For pamphlet and further information address

PRINTERS' INK, 10 Spruce St., N. Y. City.

The terms of the competition for the *Printers' Ink* Vase are as follows:

The ad-smith desiring to compete shall prepare an advertisement, such as he believes calculated to cause a reader to subscribe for *Printers' Ink*—The Little Schoolmaster in the Art of Advertising.

He shall cause the advertisement that he has prepared to be inserted in some newspaper or periodical. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence; the only point insisted upon is that the ad-smith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

The ad-smith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement prepared by him to appear, said copy to be addressed simply *Printers' Ink*, No. 10 Spruce St., New York.

The ad-smith shall also cut out a copy of the advertisement prepared by him and send it in a sealed envelope, under letter postage, addressed to the editor of *Printers' Ink*, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

The editor of *Printers' Ink* will, on his part, receive the advertisements and papers sent as above and take due note of each.

In acknowledgment of and partial payment for such advertisement submitted, a coupon shall be sent to the ad-smith by return mail, good for a copy of *Printers' Ink* to be sent for one year to of the coupon when returned for redemption.

We can do for you what you can not do for yourself.

We can take the strongest facts about your business and make them into ads that bristle with conviction. We can strengthen them with telling illustrations. We can display them effectively without squandering space. We can pick the best paying mediums, and insert your ad at their lowest rates.

This is what can do, continually do, and want to do for you. We know of no other firm so generally capable.

Lord & Thomas,



Newspaper and
Magazine Advertising,

45-47-49 Randolph St.,
CHICAGO.

DURING THE MONTH OF JUNE, 1895,

ADVERTISERS USED

More Columns of Space

IN

The Mail and Express

THAN IN ANY OTHER NEW YORK EVENING PAPER.

Furthermore, this advertising was done by the most discriminating and best class of advertisers in the world—those who use the New York papers.

THE MAIL AND EXPRESS has from time to time during the past year or so told of its remarkable gains in business. Many merchants and advertisers have been interested in and pleased with the rapid strides this paper has made. The figures for June follow, and are presented with much satisfaction:

	COLUMNS.
Advertising in June, 1895, in THE MAIL AND EXPRESS, - - -	790 $\frac{1}{2}$
Advertising in June, 1895, in our next highest competitor, - - -	773 $\frac{1}{2}$
Excess in MAIL AND EXPRESS, - - -	17

In June, 1894, only one year ago, the COMPETITOR that now takes SECOND PLACE was so well ahead that it led THE MAIL AND EXPRESS 68 columns. But THE MAIL AND EXPRESS has been steadily forging ahead in the appreciation of and value to advertisers during this twelvemonth, and now takes FIRST POSITION in space used by advertisers, as the logical result of having maintained for a long time the very leading position in the presentation of News, Editorial Comment, Financial and Commercial News, and, in fact, in every department that makes a newspaper valuable to readers and advertisers.

SIX MONTHS' GAINS.

The gains in advertising of THE MAIL AND EXPRESS during the past six months are as follows:

	COLUMNS.
JUNE, - - - - -	123 4-5
MAY, - - - - -	144 3-10
APRIL, - - - - -	135 3-4
MARCH, - - - - -	70 1-10
FEBRUARY, - - - - -	120 1-5
JANUARY, - - - - -	78 3-4
Total gains for 6 months, - - -	673

Rate Cards on application to any established Advertising Agency, or

THE MAIL AND EXPRESS,

203 BROADWAY, NEW YORK.

..To Cash Paying Printers

You can purchase printing inks from me at about one-third the price you have sometimes paid.

My inks are guaranteed to be the best ever made by anybody.

I am always ready to buy them back if they are not found better than any others to be had elsewhere at any price.

I carry a stock of every grade and shade and I never want a customer to buy more than is actually needed. I sell a quarter-pound can as cheerfully as I do a 500-pound barrel. I try to please everybody and secure the trade.

On one point I make no exception: Cash must come with every order. This is a rule I have not varied from although I have filled ten thousand orders since the cash in advance system was adopted.

Read my price list on the two next pages, and compare with what you have generally paid for goods that are positively inferior to mine.

Indorsement of an Expert.

THE LOTUS PRESS, NATHAN BROS., 140 W. 23d Street, New York, }
November 8, 1894. }

Mr. JONSON, 8 Spruce Street, N. Y. City.

DEAR SIR—We are getting our inks from you and have given you some severe tests. We did not think it possible that there could be such a vast difference in the prices of the same grades of ink, and if you had not made your statements so emphatic in your PRINTERS' INK ads, we might still be paying three prices for the identical goods we are now buying from you. On our work we require printing inks of the very finest quality, regardless of price, consequently our first order was given with considerable doubt. We understood your agreement to refund the money if not satisfied, but we did not want the annoyance of an unsatisfactory experiment, entailing waste of time, ruffled temper, and loss of confidence in human nature. However, we made the experiment, and the result is you are now supplying us with all the inks we use. We formerly had a great deal of trouble with some brown inks, and are happy to say, that while all the inks we have bought of you are entirely satisfactory, the brown is superior to any we have ever used at any price. We have always contended that "the best is good enough," and we are satisfied that yours is the best.

Yours very truly,

THE LOTUS PRESS, per P. Nathan.

Address, with Check, PRINTERS INK JONSON,
8 Spruce Street, New York.

My Strictly Cash in Advance

...PRICE LIST FOR...

Fine Printing Inks

Blacks.

No black ink was ever made that I am not glad to duplicate for one dollar a pound.
1 lb. \$1, 10 lbs. \$10, $\frac{1}{4}$ lb. 25 cents.

I have a special cut ink which I sell only in 10-lb. cans, at \$5 a can, and it is considered the best and cheapest working ink ever seen. It is specially adapted to half-tone work, such as appears in the best printed monthly magazines.

Book Ink, put up in 10-lb. cans for \$1 a can.	Extra Job Black, in 3-lb. cans for \$1 a can.
Fine Book Cut, " 5-lb. " "	Extra Hard Finish Job, " " "
Printers' Ink Cut, put up in any size cans at twenty-five cents a pound.	Nubian black, " " "
Extra Fine Cut, put up in any size cans for \$1 a pound.	Raven Black, " " "
Fine Card and Job, put up in any size cans for \$1 a pound.	Bond Paper Job, " " "

Reds.

Brilliant Red.	Carminated Red.	Label Red.	Railroad Red.
		Tomato Red.	

Put up in 3-lb. cans for one dollar a can.

Crimson Lake.	Gloss Red.	Bengal Red.	Vermillion English.
Florentine Red.	Rose Lake.	Imperial Red.	Cherry Red.
Geranium Lake.	Cardinal Lake.	Jacqueminot Lake.	Antique Red.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

Golden Red.	Extra Fine Lake Red.	Scarlet Lake.	Bronze Crimson.
Bronze Scarlet.	Imperial Carmine.	Superior French Carmine.	

Put up in $\frac{1}{4}$ -lb. cans at fifty cents a can, or in larger cans at two dollars a pound.

No red ink is made on this earth that I am not glad to match for two dollars a pound, or a $\frac{1}{4}$ pound for fifty cents. A 5-lb. can of best Poster Red I sell for one dollar.

Blues.

Ultramarine Blue.	Bronze Blue No. 1.	Medium Blue.	Dark Blue.
Put up in 3-lb. cans for one dollar a can.			
Extra Fine Bronze Blue.	Milori Blue Dark.	Fine Light Blue.	Fine French Ultramarine Blue.
Blue Black.	Lake Blue.	Peacock Blue.	
Royal Blue.	Cerulean Blue.	Golden Blue.	Antwerp Blue.
	Cobalt Blue.	Bremen Blue.	Violet Blue.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No blue ink was ever made that I am not glad to match at one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Blue I sell for one dollar.

Purples.

Bronze Purple.	Violet.	Royal Purple.	Bronze Violet.	Magenta.
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Put up in $\frac{1}{4}$ -lb. cans at fifty cents a can, or in larger cans at two dollars a pound.

Imitation Typewriter Purple, used for printed circulars. Put up in $\frac{1}{4}$ -lb. cans at twenty-five cents a can, or in larger cans at one dollar a pound.

No purple ink was ever made that I am not glad to match for two dollars a pound, or fifty cents a $\frac{1}{4}$ pound.

Greens.

Light Green. Medium Green. Dark Green. Put up in 3-lb. cans for one dollar a can.
 Bronze Green. French Green, Light. Lake Green. Regal Green.
 Dragon Green. Medium or Dark. Sage Green. Olive Green.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans for one dollar a pound.

No green ink was ever made that I am not glad to match for one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Green I sell for one dollar.

Browns.

Light Brown. Medium Brown. Dark Brown. Chocolate Brown.
 Seal Brown. Bronze Brown, Lake. Photo Brown. Russia Brown.
 Terra Cotta. Sepia Brown. Pansy Brown. Satin Brown.
 Sienna, Burnt or Raw. Umber, Burnt or Raw. Mahogany Brown. Permanent Brown.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No brown ink was ever made that I cannot duplicate for one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Brown I sell for one dollar.

Yellows.

Fine Lemon Yellow. Fine Orange Yellow. Fine Medium Yellow. Persian Orange.
 Golden Yellow. Brilliant Orange Red. Brilliant Orange Yellow.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No yellow ink was ever made that I cannot duplicate for one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Yellow I sell for one dollar.

Whites.

Fine White. Magnesia White. Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound. A 5-lb. can of best Poster White I sell for one dollar.

Copying Inks.

There is no shade of copying ink manufactured that I am not glad to match for one dollar a pound, or to sell a $\frac{1}{4}$ -lb. can for twenty-five cents.

Gold and Silver Sizing.

The shades of sizing most used are yellow, brown and white. I am glad to sell any of these in 1-lb. cans for fifty cents a can, or in 3-lb. cans for one dollar a can.

Quantity.

For 100-lb. lots in 50-lb. cans or kegs, deduct ten per cent from any of the above prices.

Poster Inks.

Any shade desired put up in 5-lb. cans for one dollar a can, or in 100-lb. lots, put up in 50-lb. kegs, for \$18.00.

News Inks.

500-pound Barrel at 4c.	\$20 00
250-pound Barrel at 4½c.	11 25
100-pound Keg at 5c.	5 00
50-pound Keg at 5½c.	2 75
25-pound Keg at 6c.	1 50

My terms are: Cash with the order. My warranty: That my goods are better than can be had elsewhere at any price. My references: More than four (4,000) thousand printers doing business throughout every State and Territory of the American Union except Alaska. I also have some trade in Mexico.

Address (with check)

PRINTERS INK JONSON,
8 Spruce St., New York.

DENVER

*Is One of America's
.... Leading Cities*

ITS STREET RAILWAY SYSTEM,
ELECTRIC AND CABLE,
COVERS THE CITY AND SUBURBS.

CARLETON & KISSAM

CONTROL THE EXCLUSIVE

ADVERTISING

PRIVILEGES

IN ALL DENVER CARS.

FOR RATES, ETC., ADDRESS

50 Bromfield St., Boston. 253 Broadway, N. Y. City.

JUST THIS!

Street Car Advertising

IS A WINNER.

...IT HAS COME TO STAY...

*BECAUSE OF ITS INTRINSIC MERIT, BUT
THERE ARE SEVERAL KINDS.*

WE SELL



WRITE US.

CARLETON & KISSAM,

BOSTON TO DENVER.
DULUTH TO NEW ORLEANS.

**INCREASE
YOUR
WESTERN
BUSINESS
—
NOW ?
—
"READ
THE
ANSWER
IN THE
STARS"**



**The
Cincinnati
Post**

Shines in Over 125,000 Homes Daily.



**The
St. Louis
Chronicle**

Shines in Over 100,000 Homes Daily.



**The
Cleveland
Press**

Shines in Over 70,000 Homes Daily.



**The
Kentucky
Post**

Shines in Over 12,000 Homes Daily.

Each Star the Leader in its Territory.

Shrewd Advertisers Follow the Stars.

THE SCRIPPS-McRAE LEAGUE,

E. T. PERRY,

Manager Foreign Advertising Department,

53 TRIBUNE BLDG., NEW YORK.

66 HARTFORD BLDG., CHICAGO.